

CASE STUDY – Combined Arts

why we're an Arts Award Supporter

'The Arts Award Supporter programme has given us a clear structure to promote links between our projects and Arts Awards. It allows us to say that we are fully behind the Arts Award programme and we want young people to succeed with it. We are starting to get more people enquire about our Arts Award Supporter offer and come to our open access programme as a result.'

Corinne Bass, Associate Bridge Programme Manager



Dorfman Hub, Roundhouse, London photo Peter Schiazza

OUR PROGRAMME

The Roundhouse in Chalk Farm, North London has a bold and exciting programme of live music, theatre, spoken word, circus, installations and new media. It also offers a year-round schedule of creative projects for 11-25 year olds, most of which take place in the Paul Hamlyn Roundhouse Studios – a suite of 21 state-of-the-art studios with facilities for TV, radio and music production, media suites and rehearsal rooms. Young people are at the heart of everything the Roundhouse does, are represented on the board, and work with the team as performers, broadcasters, programmers and producers.

OUR SUPPORTER OFFER

The Roundhouse has focused its Supporter offer on its Creative Projects, which happen at evenings, weekends and during school holidays. Although all Creative Projects could contribute to an individual's Arts Award programme, the team decided to highlight a few in which they could really promote the Arts Award link.


They chose specific projects to span different age groups, levels of complexity and time commitment, so that there would be something to suit everyone. These included 'Slam like a Champ', a weekend course with a World Poetry Slam Champion; a Radio Drama Project; 'Band Bootcamp', designed to develop songwriting, performance and collaboration skills; and Street Circus drop in sessions led by professional street dancers and circus artists.

CASE STUDY – Combined Arts

The Roundhouse has taken its existing work and cross-referenced it with the Arts Award qualifications to see what works best. Staff have not undertaken any additional training and were able to easily identify links between their own offer and the Arts Award programme.

HOW DO WE PROMOTE IT?

On the first page of the Creative Projects brochure, the Arts Award Supporter logo is clearly displayed, along with an introduction explaining how the Roundhouse can help young people work toward their Arts Award.

Specific projects are clearly highlighted with the  stamp throughout the brochure and website, and there is an Arts Award email address for any enquiries.

The brochures are prominently displayed in the Roundhouse and other London venues popular with young people. It is sent out to local school and community groups, and via targeted mailings to previous attenders to ensure that young people and their teachers, youth workers and parents are aware of the options.

a user's view

'Doing an Arts Award at the Roundhouse is a great creative opportunity to share and use your skills with others, whilst gaining a qualification. I enjoyed completing the Arts Award because it challenged me to develop my skills and gave me time to use my creative knowledge and talents with others. I enjoyed doing the research on my arts hero because I was very much in my comfort zone, but the arts skills share was definitely more of a challenge for me and pushed me further.'

Ella,
Bronze Arts Award achiever



Bloomberg TV Control Room, Roundhouse, London
photo Rentata McDonnell



BENEFITS for the organisation

- ▶ Gives a structure to promote links between Arts Award and the Roundhouse offer
- ▶ Young people are proactively contacting the Roundhouse to get involved with its programme because of the Arts Award offer
- ▶ A new way to talk to schools in the area

Check the link – www.roundhouse.org.uk/take-part