



Voluntary Arts England

**BBC MERSEYSIDE**

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# Up For Arts

**Helen Jones**

Helpline and Broadcast Manager

**[helen.jones@bbc.co.uk](mailto:helen.jones@bbc.co.uk)**



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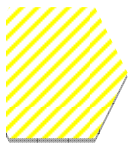
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## **VOLUNTARY ARTS ENGLAND**

- National Development Agency for the voluntary Arts and Crafts.
- Key national support services: Epic Awards, Arts Manifesto, Healthy Social & Creative Website.
- Cultural Olympiad – Inspire Kite Mark in partnership with Making Music.
- Linkage to the National Forum for Arts in Health.
- Participation in EU Year of the Volunteer – key themed months.
- Linkage to EU national development arts network through AMATEO.
- Key publications on issues affecting the sector.
- Volunteering Arts Audit – ascertain breadth of sector's opportunities.
- Arts and Humanities Research Council's Connected Communities programme (at the University of Birmingham Exeter and Glamorgan for a scoping study into 'The role of grassroots arts activity in communities').



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## UP FOR ARTS

**Creative mix of radio features** on BBC Radio Merseyside profiling learning through voluntary arts/crafts

**Helpline support, advice and guidance** (run by volunteers) which will refer and direct callers on to local arts/crafts organisations and courses.

**Building participation** by using BBC Radio Merseyside Performance space to deliver a wide range of interactive arts/crafts taster sessions including exhibitions, events, screenings, and activities.



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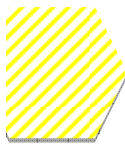
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## AIMS AND OBJECTIVES

- Increase participation in voluntary arts/crafts in Merseyside, to improve resilience of communities and raise awareness of the five ways to wellbeing.
- Engage with 12,000 individuals over the course of the year – this would be through a range of events, activities, capacity building training session and outreach activities.
- Build an Up for Arts presence on BBC Radio Merseyside.
- Forge a working relationship with BBC Learning and other key departments such as Connect & Engage, Video Nation, BBC Big Screen, BBC Performance Fund and Media City in Salford.
- Link Year of Health & Wellbeing to core VAE activities in train at present, including Once in a Lifetime, Epic Awards and the Voluntary Arts - Art Manifesto programme.
- Take at least 50 calls per week on Year of Health and Wellbeing issues via the 'A' team helpline.
- Cover a wide range of events and activities on both the BBC and Year of Health & Wellbeing websites.
- Establish special one-off event campaigns in partnership with Year of Health and Wellbeing and other parts of the BBC.
- Develop a working partnership with Merseyside Arts & Health Network.
- Establish a range of pilot projects including Arts Timebank and Social Prescribing supported through volunteers and others sources of income.
- Establish an Up for Crafts initiative supported by Heritage Lottery, looking at risk heritage textile crafts e.g. sewing, knitting, weaving, embroidery, mat making, weaving.



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## UP FOR ARTS: LIVERPOOL

- In Liverpool there are **354 formally constituted** self organised arts and crafts groups providing learning opportunities
- **43,225 individual members.**
- As a conservative estimate if this project involved just 2% of the Liverpool only, non-participating population through the activities we are proposing it would reach **7,844 participants in 6 months over 12,000 for a 12 month period.**

Source: Our Creative Talent – the voluntary and amateur arts in England. DCMS 2008







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## UP FOR ARTS, OBJECTIVES

- To promote ways to **participate in the arts**
- Make Decade of Health and Wellbeing more **visible**.
- Help arts groups **promote** what they do
- Offer **taster** and **sampling** sessions
- embed creativity-based learning in people's minds as a **natural part of everyday life** at a local level.
- Promote **arts volunteering**.





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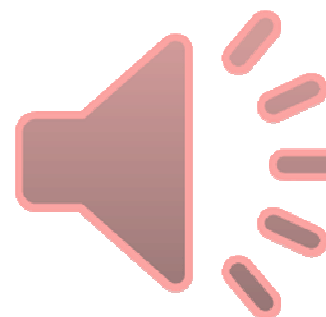
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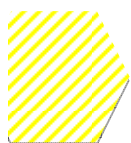
## UP FOR ARTS, ON AIR



Radio features, slots, bulletins and promos are all part of the broadcast mix on BBC Radio Merseyside.



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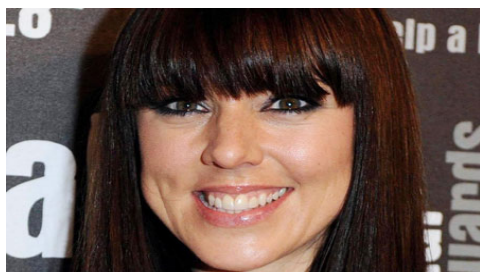
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## UP FOR ARTS: ENDORSEMENTS



**Mel C**



**Brendan Cole**



**Natasha Hamilton**



**David Morrissey**



**Phil Redmond**







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## UP FOR ARTS: ADVICE LINE

Specialist BBC Merseyside **advice line** based within the radio station.

Staffed by volunteers and a **free service**.

Volunteers offered **training**



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## UP FOR ARTS: EVENTS

- **Profile** of Up for Arts project raised
- **Increased awareness of arts and crafts learning activities**/ voluntary arts groups/ individuals/events / courses across Merseyside
- Participation in drop in taster sessions will develop new skills and **encourage adults to pursue further learning activities**





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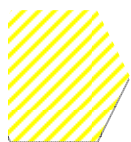


## UP FOR ARTS: SIGNPOSTING



FRONT

Dedicated website to **signpost and inform** via VAE's national website



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**THANK YOU!**

**[helen.jones@bbc.co.uk](mailto:helen.jones@bbc.co.uk)**



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