

## 19. ART BEAT

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Corporate Plan Output: Recreation Promotion and Programmes	

The purpose of this report is to report to members on 'Art Beat' – a series of holiday art workshops staged for 'tweenagers' (10 – 14 year olds).

### Background

School holiday programmes provide quality, safe recreation and art experiences for children and above all a chance to relax and enjoy themselves after the long school term. In the longer term, school holiday programmes teach children good, lifelong, leisure habits and help them to learn about the activities and groups operating in their local communities. Holiday programmes are also an important community service for Christchurch families, particularly working or training parents who require care for their children.

'Art Beat' – a holiday programme with a focus on art - was established from an identified gap (by the Children's Advocate's Office) in recreational and social provision for the 10-14 year age group. This was reinforced by the recently completed *Avonhead Sport, Recreation and Arts Study* (July 2000) that identified the need for tweenager (10 – 14 years) programmes with an arts focus.

### Planning

'Art Beat' is planned and managed by the Recreation and Arts Team. This includes all programme detail, promotion, recruitment and training of staff and ensuring appropriate health and safety measures are in place.

The inaugural 'Art Beat' programme was scheduled for the September/October 2000 holidays with programmes also in January 2001 and April 2001 school holidays. Unfortunately the September/October 2000 programme had to be cancelled due to low interest. This was a very disappointing start for what appeared to be a programme in demand. The reason for low enrolments appears to be related to the short lead in time available to promote this programme effectively. This was a result of the funding not being confirmed until 4 weeks prior to the programme beginning.

The news since has been very positive. The January and April programmes were fully subscribed within days and have had full waiting lists.

### Programme format

'Art Beat' has morning and afternoon sessions running for one week during the school holiday period. The programme is aimed at the creative development of participants and aims to impart a level of expertise in a certain artistic discipline. Art Beat operates from 'Avice Hill Reserve' (either the Avice Hill Art and Craft Room or the Canterbury Potters Association facilities). The programme caters for 24 children per day and runs for a 5 day period. The venues available at Avice Hill Reserve limit the class size to a maximum of 12 participants per session, with two sessions per day.

The focus for the January programme was pottery. Morning sessions evolved around the theme of 'aquatic pottery', and the afternoon sessions focused on the art of paper clay. Experienced pottery tutor Valerie Maynard took these workshops. The programme operated from the Canterbury Potters Association, Avice Hill Reserve.

In April the focus was painting. The morning sessions focused on still life - participants created their own 'masterpiece' from still life props. The afternoon sessions were entitled 'Painting a Clown – looking at a clown's life'. Participants learnt how to paint a picture from a drawing and develop the use of colour and shading techniques. Experienced local children's art tutor Nell Albers was the tutor.

### Promotion

As with all Christchurch City Council Leisure programme and events, a promotion plan is developed for each 'Art Beat' programme. Promotion for the above mentioned programmes consisted of:

- Brochure distribution to Art teachers at local schools
- Poster distribution to local schools

- Advertisement in the 'News Advertiser'
- Media Release

After two very successful programme word-of-mouth is now proving to be a very effective form of promotion.

### **Funding**

\$7,500 was allocated from Fendalton/Waimairi Community Board's Project Funding for the staging of 'Art Beat'. The cost of staging each programme to date has been \$2,500 per programme. It is expected this amount will decrease as money spent on promotion decreases. With the cancellation of the September programme only \$815.00 was expended. The remaining money from this programme has been carried over to fund the July 2001 programme.

Taking the above into account the Fendalton/Waimairi Community Board has allocated \$6,000 from 2000/02 Project Funding for 'Art Beat' to continue. This includes July 2001, September/October 2001, January 2002 and April 2002.

### **Feedback**

Each participant is invited to complete an evaluation form at the conclusion of the week. Feedback from participants has been very positive.

'Art Beat' was established with the aim of providing a well-organised and supervised programme that does not appear to be too structured to the 'tweenager' participant. Feedback shows that this has been achieved effectively and is in fact one of the aspects of the programme that is so popular with the 10 – 14 year age group. One of the most popular responses from evaluation forms to date is "being able to make what I wanted".

'Quotes from the April 'Art Beat' evaluations include:

*'Everyone was friendly'*  
*'I learnt a lot about painting'*  
*'You can mix colours to make better colours'*  
*'We were given quite a wide range of things to paint'*  
*'The way we didn't have to draw everything the same - individuality'.*

Positive feedback has also been received from parent/care-givers. Quotes from the April evaluations include:

*'(name) has been very positive about attending'*  
*'The course presenters are great'*  
*'A well run programme'*

### **Summary**

After a rocky start 'Art Beat' has established itself as a successful art programme for the 10 – 14 year old age group. The informal nature of these workshops, the appropriate tutors and creative opportunities certainly have appealed to young people in our community. Over the next 12 months Art Beat will be closely monitored to ensure it stays in tune with what interests the 10 – 14 age group.

**Recommendation:** That the information be received.

### **Chairman's**

**Recommendation:** That the foregoing recommendation be adopted.