

Canolfan Rhys Arts Centre



Forward Plan 2004 – 7



Wayne Carter
February 2004



Introduction

The following forward plan has been developed to stimulate discussion as to the future strategy of Canolfan Rhys Arts and Education Centre, Penrhys.

The framework will hopefully provide and influence the role of the Arts in Penrhys, and wider in the context of developing individual and community capacity.

It will hopefully provide information for the appointment of a Manager to develop the Centre and programmes for the next three years.

This discussion document should be shared with many stakeholders involved and be reviewed and revised in a coordinated approach to establish need and potential development of each area of the programme therein.

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Capital Works

Project	Activity/Task	Target	Priority / Est. Cost	Benchmarks	Timescale
External of Building and Grounds	Redecoration	To redecorate the external fabric of the building	Within 12 months Est. £7,000	Redecorate exterior of building	April 2004
		To promote artworks developed at the Centre		No. of artworks created and erected to improve the external fabric and appearance of the Centre.	April 2005
	Landscaping	To improve the surrounding environment, shrubs, trees.	3 years, subject to funding	No. of trees planted, pruning of over grown shrubs. Removal of debris and refuse in the surrounding area.	April 2007
		Improve car parking area.	3 years, subject to funding	Secure car park area with fencing.	April 2007
		To repair block pavia mosaic at entrance	Within 12 months Est. £3,000	Safe access created to main entrance of Centre	April 2005
		To consult with local authority and surrounding residencies in improving the nearby built environment	3 years, subject to funding Est. £20,000 +	Development of working drawings and costs to submit an application for funding in partnership with LA and community.	April 2007
		To explore the potential for refurbishment of associated accommodation to create bedsits for 'residential programme	3 years, subject to funding Est. £15,000 – £20,000	To provide a brief for extent of works required to upgrade accommodation along with costs for basic white goods.	April 2007

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Internal Refurbishment of Building	General	To undertake an assessment of requirements to satisfy the Disability Discrimination Act.	Within 12 months Est. £1,000	Identify sources of funding to appoint advisers to undertake assessment.	April 2005
		To ensure all administrative tasks in relation to Health and Safety requirements are in place	£500	To look at existing systems and update/revise where necessary	December 2004
Internal Refurbishment of Building ctd...	Auditorium	To ensure all walls are free from dirt and grime, touch up paint where required.	£500	Undertake general clean of all areas	December 2004
		Mount artworks created at Centre	Within 2 years £ dependent on projects	Create an area which contains good quality artworks	April 2006
		Undertake an assessment of the lighting systems that currently exist and rectify any problems that arise.	Within 12 months £ dependent on findings	Lighting system is of good quality and staff are trained to use it appropriately	April 2005
	Art Rooms	Undertake training to maximise the use of the system.	Within 12 months Est. £500	Training received	April 2005
		Install new door between art room and media suite to ensure areas remain distinctive in their usage.	Within 12 months Est. £200	New secure room established	December 2004
		Redec. of art room and general clean.	Within 12 months Est. £500	Mural to art rooms to be created with young people, utilising art materials and gaining ownership for the area.	Ongoing

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Internal Refurbishment of Building ctd...	Multi media Suite	ICT equipment to be checked for quality and scope of usage.	Within 12 months	Assessment of equipment to be undertaken.	April 2005
		Area to be redecorated and carpeting to be put down	Within 12 months Est. £1,000	Redec of area, carpets to be fitted.	April 2005
		Multi media plan to be developed in terms of potential programmes	Within 2 years £ dependent on findings	Identify potential scope of use of equipment and markets.	April 2006
	Public Areas	General clean, paint where necessary to be undertaken and systems to be in place to ensure quality of areas do not deteriorate.	Within 12 months Est. £1,000	Full redecoration, repairs to lighting and general clean of all areas.	April 2005
		Ensure toilets are in clean condition and systems are in place for regular cleaning.	Within 12 months Review contract	Existing systems to be checked and revised if necessary.	April 2005
	Residential Accommodation	To review the use of the three residential units attached to the Centre, in seeking opportunities for residential arts and education programmes	Within 12 months £ dependent on findings	To develop a brief for the extent of works to be undertaken and to determine the use of the properties annexed.	April 2005

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Programme Development

Many of the programmes exist but require review dependent on the needs of the users, ie. time/location/activity etc.

Project	Activity/Task	Target	Priority / Est. Cost	Benchmarks	Timescale
Local Community Arts	Provision of Community Arts	To increase the access to the arts in Penrhys and wider	Review within 12 months £ subject to review	To work with local Primary and Secondary school to promote and develop arts programmes. ie. arts, crafts, design, dance.	ongoing
				To provide weekly arts programmes out of school hours	ongoing
				To utilise the arts as a tool for supporting community events	ongoing
				To utilise the arts in the creation of local products for potential tourists/ visitors.	ongoing
Local Community Music	Provision of Community Music	To increase the access to music in Penrhys and wider	Review within 12 months £ subject to review	To work with local Primary and Secondary schools to promote and develop a music programme	ongoing
				To provide weekly programmes out of school hours To utilise the music studio as a tool for supporting community events. ie. song	ongoing
				To utilise the music studio in the creation of local products for potential tourists/ visitors. (CD's, DVD's etc.)	ongoing

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Local Multi Media	Provision of Multi Media	To increase the access to the multi media in Penrhys and wider	Within 2 years Est. £10,000	<p>To work with local Primary and Secondary schools to promote and develop the use of multi media programme</p> <p>To provide weekly programmes out of school hours</p> <p>To utilise the multi media as a tool for supporting community events.</p> <p>To utilise the multi media facility in the creation of local products for potential tourists/ visitors. (Newsletter, brochures, postcards etc.)</p>	April 2006
Residential Arts & Education Programme	Provision of Residential Programme	To develop a strategy to determine the need for specific 'short break' residential arts and education programmes.	Within 2 years Est. £5,000 (pilot)	<p>Engage with targeted groups to determine need</p> <p>Creation of a programme that is robust, cost effective and well managed and delivered.</p> <p>Undertake a pilot of a residential 'short break' to determine strengths and weaknesses. Eg. Youth groups, tourists, visitors, religious groups, business etc.</p>	April 2006
Creative Dance & Performance	Provision of Creative Dance and Performance	To increase the access to the dance and performance in Penrhys and wider	Review within 12 months £ subject to review	To work with local Primary and Secondary schools to promote and develop the use of dance and performance programme	April 2005

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Creative Dance and Performance ctd...				To provide weekly programmes out of school hours To utilise the dance and performance as a tool for supporting community events.	
Out of Schools Activities	Provision of Creative Range of Out of School activities	To increase the access to out of school activities, providing quality and diversity of programmes.	Review within 12 months £ subject to review	No. of sessions delivered during holiday periods No. of projects developed No. of people engaged with No. of community groups supported	April 2005
Weekly Programme		To provide a wide range of out of school activities during the week utilising all the programme delivery methods and assets of the Centre. To create a programme in partnership with other community groups in the area - avoiding duplication.	Review within 12 months £ subject to review	No. of sessions delivered per week No. of projects developed No. of people engaged with No. of community groups supported	April 2005
Schools Programme	To create a programme which enhances young people within the local schools through Music, Dance and the Arts in general	To provide a wide range of arts and music activities to support the school curriculum during the week utilising all the programme delivery methods and assets of the Centre.	Review within 12 months £ subject to review	No. of sessions delivered per week No. of projects developed No. of children engaged with	April 2005

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Potential Areas for Arts Development

Project	Activity/Task	Target	Priority / Est. Cost	Benchmarks	Timescale
Community Residential Education and Arts Team (CREATE)	To explore the possibility of developing a residential programme utilising the Arts Centre and associated accommodation	Undertake a feasibility study to provide further information on potential project.	Within 2 years Est. £10,000	Feasibility to be completed and costed See potential users of service, ie. youth groups, international volunteers, specific arts groups seeking residential training through the arts.	December 2006
Arts and Regeneration	To ensure that the role of the arts is involved in the community regeneration process	Provision of art programmes to assist in the regeneration process	Within 2 years £ dependent on specific projects	No. of projects supporting community regeneration process. No. of people involved in the arts to support regeneration activities. No. of linkages between the arts and education programmes to benefit individuals and groups in the regeneration process. Strengthen the link between the arts and the role of the tenants association. No. of groups outside of the community supported in developing initiatives that benefit their own communities, and learning from the experiences in Penrhys.	December 2006

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Arts and the Heritage (Tourism and Religion)	To link the arts with the potential Heritage Trail in Penrhys.	To utilise the arts to promote and develop the Heritage of Penrhys	3 years, subject to funding	No. art workshops completed No. of art products created Promotional material produced No. of visitors to attraction Launch event established and delivered Production of interpretation of landmarks	April 2006
Exhibition Circuit	To create an arts exhibition circuit to bring together the Arts within Rhondda Cynon Taf	To further promote the arts in different communities, sharing the skills locally developed.	3 years, subject to funding	No. of exhibitions carried out No. of attendees to exhibition No. of organisations involved in the Arts Circuit	April 2006
Community Radio Station	To develop a community radio station serving the Rhondda Valley	To promote the arts and utilise the facilities in providing a service for community groups to share their talents.	3 years, subject to funding	Undertake a feasibility study for the development of Community Radio Station	April 2006

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Marketing and Publicity

Project	Activity/Task	Target	Priority / Est. Cost	Benchmarks	Timescale
To promote Canolfan Rhys Arts and Education Centre	To promote a diverse arts programme both within the community of Penrhys and wider	Promotion of Weekly activities to local Community	Within 12 months Est. £5,000	No. of promotional activities to local Community	April 2005
		Promotion of Facilities available to the wider public.		No. of promotions of facilities available to the wider public.	
Promotion of out of school activities	No. of promotions of out of school activities				
Promotion of specific events	No. of promotions of specific events				
Development of Community Newsletter	Development of Community Newsletter				
		Develop of Community Website	Within 2 years Est. £5,000	Development of Community Website	April 2006

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Additional Information

The human resource and financial implications require careful consideration when developing and delivering the programmes and securing the sustainable future of the Centre. The key post of Arts Manager/ Development Manager etc. is the first stage in determining this. Obtaining core staff to manage and develop the programme and building is key and links with various agencies may be a feature in supporting this.

Funding is already being sought through the Communities First initiative for a Centre Manager, and the forward plan may provide a framework for development with plenty of scope for further development in each area. The programmes are not prescriptive but seem to work in the community as many have continued for the lifetime of the Centre.

It is suggested that each specific area of the programme needs to be staged with funding being sought either for project based work or programmes which feature on a regular basis.

The relationship with the Arts Council of Wales (main funder), requires strengthening to ensure that we meet the objectives set in the funding application.

It is suggested that the Programmes Group may be reviewed to determine its role within the Arts and potential programme development. This may provide a possible framework for further discussion and input.

**Wayne Carter
February 2004**