

C4 Creative Media Final Report

C4	Access and Learning – Creative Media
Lead	Various; overall Alex Sijpesteijn
Original budget	£100,000
Actual Budget	£79,500
Actual Spend	£84,000
Match funding	None
Timeframe	November 2011 – December 2015 – actual October 2013 – October 2016
Partners	<p>Barnard Castle Town Council – Roman Picnic Site interpretation board</p> <p>Marwood Estate – Flatts Wood interpretation board</p> <p>Eggleston Parish Council – Eggleston interpretation boards</p> <p>The Witham – Witham interpretation</p> <p>ARTworks in Teesdale – Creative Media element of Teesdale Views project</p> <p>Audio Trails – contracted for delivery of the app</p> <p>Rupert Ludlow – contracted for delivery of the digital education</p> <p>Sarah Gent and Emma Hignett – contracted for delivery of Creative Media workshops</p>
Outline	<p>The programme will support a range of initiatives to use new technology creatively to record, interpret and communicate the activities and products of the partnership projects, building on the work of their Digital Strategy. These are expected to include: toolkits for artistic and educational purposes, commissioning of websites to provide virtual access to media (historic and contemporary), and training to increase the skills within the community to use digital technology to the full. The Partnership will encourage partners and the wider community to publish and disseminate information in a wide range of media: to inform, entertain and ensure that activities are preserved for posterity. It is envisaged that there will be a range of items arising from individual projects but that some will be specially commissioned or encouraged: for example, a Heart of Teesdale Village Atlas or a special Teesdale History aimed at young people. Commissions could include: individual and thematic trails and tours; interpretation boards and documents;</p>

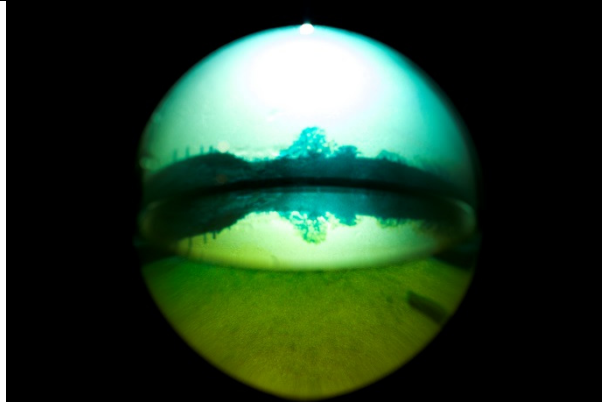
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	digital media productions including film and video; educational items for all ages; popular histories, etc.
LCAP Aims	10 creative workshops Publications of specific themes Access to training and materials to develop and disseminate information about specific projects, and share with wider audiences locally and elsewhere
Outputs	Roman Picnic Site, Barnard Castle - 1 interpretation board Flatts Wood - 2 interpretation boards Eggleston – 2 interpretation boards The Witham – Witham interpretation ARTworks in Teesdale – Creative Media element of Teesdale Views project – creation and production of haiku sketchbook Audio Trails – contracted for delivery of the app, shared with Trails through Teesdale Rupert Ludlow –digital education – linked with the delivery of 'Always Remembered' project, 10 children involved creating a digital scrapbook of Hexham gathering and of the Teesdale war memorials Creative Media evening workshops – 5 workshops in writing for press releases; writing for leaflet; website creation; blog creation and writing; creative writing – up to 13 people per session Support for the God's BridgeX Project – 10 artists engaged with inspiration from God's Bridge and works exhibited at the Bowes Museum, connected to the 'Arts in the Landscape' project B5
Additional achievements	Delivered more imaginatively than initially specified across a range of other projects
Lessons Learnt	Project was not well developed and a better delivery plan should have been in plan The budget was not based on sound costings (£20,000 of the budget had to be allocated to Scar Top - this did not affect the outcomes because the project was so undefined at that point)
Legacy	5 interpretation boards under the maintenance of others Kids based interpretation at the Witham Haiku sketchbook for sale and on the app Children with new digital skills

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	<p>Mainly business owners equipped with new skills for promoting their businesses by writing creatively</p> <p>App available for the next 5 years to promote the area to locals and visitors</p>
<p>Comments</p>	<p>Anecdotal evidence from local people being pleased with the Flatts Wood interpretation boards; excellent feedback from the workshops: 'I will use them day to day in my workplace to advertise events and successes.', 'Enjoyable and informative evening.', 'I will be sharing things I have learnt with my boss/others of the business.'</p>
<p>Photos Egglestone Boards</p>	 
<p>God's Bridge X</p>	

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Creative Media workshop

