

**Project Profile: Creativity in the Coalfields**

**Client: English Partnerships( now HCA), CRT, CCC, Arts Council England**

**Services - Research, Consultation, Strategy Development, Forward Plan, Development Advice, Pilot Project**

**Duration: July 2003 – June 2009**

**Project Aims**

To explore the scope for harnessing art as a regeneration tool in the National Coalfields Programme. To promote to partners and to agree an outline mechanism for staff and partners to use. To support the setting up of pilot / sample projects.

**Objectives**

- To consult with partners, 7 RDAs, host local authorities and key stakeholders over the scope and potential impact of public art projects and a creative approach to regeneration
- To agree the areas of focus for the programme
- To develop a programme of potential coalfield sites around the country where action can be fruitful
- To agree what actions are appropriate in each sample case
- To promote the programme to partners

**Outcomes**

- A national strategy endorsed by EP and its partners.
- A promotional publication distributed to key partners and programmes and outline budgets
- Piloting advice to a number of potential pilot projects
- Artists appointed and Designs Commissioned for pilot project at Agecroft

**Project Overview**

The strategy focuses on 4 strands of creative impact:

- Achieving Design Excellence, via the use of integrated multi disciplinary design teams
- Cultural Connections, linking sites to their communities' aspirations
- Regional Distinctiveness, achieving a marketing edge within the region
- Repositioning Areas of Change, by the potential use of major art interventions to signal transformation

