

## Editor's note

Christmas is just around the corner, the decorations are coming out and people are trying to work out what presents to buy for their loved ones. Everything else seems to take second place in the preparation for Christmas day. But there are plenty of events going on in and around Slough over the next few months, as well

as lots of opportunities to take advantage of now and in the new year. Don't forget to book your tickets to the West Wing's pantomime, Robin Hood, and if you have any news or opportunities you want to share please email them to: [artsinfo.slough@talktalk.net](mailto:artsinfo.slough@talktalk.net).



## News

### Creativity Rocks!

Creative Academy has launched a new series of free seminars designed to help people working in the Creative Industries to develop their business skills.

The sessions are for anyone who wants to pursue a career in the creative industries. Each seminar will take place at the West Wing Arts Centre in Slough, and as well as learning useful skills and information, attendees will have the opportunity to network in a relaxed bar/café atmosphere after each session.

Krissie Paul runs Future Culture, which is delivering the sessions for Creative Academy and has put her own experience of building up a successful Creative Industries business into developing the courses. She said: 'These courses offer an incredible opportunity for Slough's talented individuals to up-skill themselves without any financial penalty. Continuous professional development should be top of companies' agendas but due to the current recession, training is often overlooked. The Creativity Rocks seminars give Slough's residents a chance to take ownership of their own skills

development.'

The seminars have been developed to address specific issues that have been highlighted by local creative professionals and each session is delivered by an expert in their field. The following seminars are now available for booking.

**Marketing and Branding**  
November 30th, 18.30-21.30

**Emergency first aid qualification**  
December 21st, 10.30-16.30

**How to become self-employed**  
January 25th, 18.30-21.30

**Fundraising**  
February 22nd, 18.30-21.30

**Introduction to Photoshop**  
March 29th, 18.30-21.30

The Creativity Rocks seminars have been funded by Progress South Central and Creative Academy and are delivered by Future Culture on behalf of Creative Academy with support from Slough Borough Council's Community Arts Team. For more information visit [www.creativityrocks.org](http://www.creativityrocks.org) or to book a place on one of the sessions email [creativityrocks@live.co.uk](mailto:creativityrocks@live.co.uk).

# \*e-artsinfo

Editors: Richard Barnard  
Sub Editor: Louise O'Dwyer  
Barnard  
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## \*e-artsinfo

Community Arts  
Slough Borough Council  
Town Hall, Bath Road  
Slough, SL1 3UQ  
01753 875667  
www.artsinslough.org.uk

### Tell us your news!

What's happening in your area?  
Send in your articles, news stories  
and pictures to  
artsinfo@slough.gov.uk.

Front page photos: Asian Women  
in Art - Ferhana Mohammed,  
StopGap theatre at Dance in the  
Park - Brian Tollington, Asian  
Women in Art - Brian Tollington

## \*e-artsinfo November 2009

\*e-artsinfo is a monthly e-  
bulletin that aims to raise the  
profile of the arts, artists and  
creative industries in Slough.

To receive a copy regularly,  
please visit  
www.artsinslough.org.uk or  
email  
artsinfo.slough@talktalk.net

Articles and pictures for  
inclusion in the next \*e-artsinfo  
must be submitted by  
9 December 2009.

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be edited for reasons of style,  
content or available space. The  
editors would like to thank  
everyone who has submitted  
articles for inclusion in  
\*e-artsinfo.

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## News from the community

### Award double whammy for SWIPE

SWIPE (Slough West Indian Peoples  
Enterprise) Development Worker  
Jamie Green proudly accepted an  
award at Slough Business  
Community Partnership's (SBCP)  
second annual conference held at  
the Marriott Hotel in October.

The SBCP Individual Award was  
presented by Gordon Storey, SBCP  
Chair, to mark Jamie's work with  
young people in Slough on the  
reduction of crime, particularly in  
relation to knife crime.

The event, which had the theme of  
responsibility of companies in  
times of recession, attracted 60  
people from the business sector  
including O2, BAA and Mars. Bob  
Jones, Partnership Manager,  
Slough Business Community  
Partnership said: "The award is  
given to people who have made an  
inspiring contribution to people in  
Slough. We were very glad to be  
able to recognise the work carried  
out by Jamie and the team at  
SWIPE."

SWIPE, alongside Aik Saath and  
Thames Valley Police, has recently  
been involved in a new initiative;  
the Tackling Knives Action  
Programme (TKAP) to raise  
awareness of knife crime in Slough  
and discourage people from  
carrying knives.

SWIPE also recently achieved a gold  
standard award at the launch of  
the Children and Young People's  
Quality Standards. The award  
recognised the work the  
organisation does to safeguard the  
children and young people it works  
with.

SWIPE has been working in Slough  
since 1997 enabling young people  
to develop confidence and improve  
their communication skills through  
music. They run various music  
workshops including guitar, drums  
and steel pan and many bands and  
vocalists started out by attending  
SWIPE sessions.

For more information please visit  
[www.swipemusic.com](http://www.swipemusic.com).



### The Arts and Community Safety

The Community Arts team would like to hear from you about projects that you have run that contribute to reducing crime or fear of crime in Slough.

We are working with the council's Community Safety team to raise the profile of the contribution that the arts make to reducing crime or fear of crime in Slough and are collecting case studies and images of projects working in this area.

Art projects have been proven to contribute to reducing crime and also our fear of crime, whether through improving local areas, bringing generations together or engaging those who aren't normally engaged.

*If you have run or are running an arts project that aims to reducing either crime or fear of crime, please send a short summary of the project including aims of project, what took place and who was involved to [artsinfo@slough.gov.uk](mailto:artsinfo@slough.gov.uk).*

### Strategy for Community Arts

A big thank you to everyone who has consulted with us on the new strategy for Community Arts. We met with many of you last year and earlier this year to discuss a vision and way forward for the arts. Since then we have been working hard to pull together all these ideas into a strategy for community arts. A draft strategy is now available on our website and is going to cabinet for approval in January 2010.

### Robin Hood is riding into Slough

Little Wolf Entertainment, in association with Slough Borough Council and Slough's Creative Academy are bringing magic, mystery and adventure to the West Wing with a fun filled family Pantomime!

This Christmas, Slough will play host to the greatest hero of them all, Robin Hood. Together with his band of Merry Men, Robin will battle the wicked Sheriff of Nottingham and his guard dog Petunia. Along the way he'll meet some colourful characters including Dame Nurse Nellie Nightly, Maid

Marian and her little brother, Will Scarlet, who with a little help from the fabulous Fairy Nuff, are all there to help Robin win the day!

12 local dancers from Slough's very own Creative Academy will be appearing alongside professional actors in this tale of adventure, bravery and loyalty.

Robin Hood will be running from December 14-31, and on the 27 there will be a charity performance to help raise funds for Thames Hospice Care.

*For more information or to book tickets please visit [www.robinhoodpanto.com](http://www.robinhoodpanto.com).*

### Slough Arts Society exhibition

Slough Arts Society have brought their annual exhibition of local artist's work to the West Wing arts centre. The exhibition of artwork by members of Slough Art Society represents the breadth of visual art taking place in Slough and includes work in a range of mediums and subjects from delicate pencil drawings to colourful oil crowd scenes. This is a great opportunity to see unique work by local talented artists.

Slough Arts Society is a local group of visual artists who aim to encourage the appreciation and practice of art. New members are welcomed and the group meets on the first and third Wednesday of each month at the Salvation Army Hall in Stoke Road. The exhibition continues until early January.



## Funding

### Britain's Got Bhangra!

Local British Asian theatre group Rifco arts have been successfully awarded £160,000 from Arts Council England's Grants for the Arts programme to bring their next production, Britain's got Bhangra! to the stage.

Britain's got Bhangra! is a musical telling the history of the ancient art of Bhangra music and will be going on a national tour, appearing in 6 different venues over 11 weeks. Rifco Arts has worked with some of the best theatrical and musical talent available with the local community to develop a modern musical that is both original and relevant to today's audience.

British Bhangra is a genre of popular music that fuses traditional Punjabi music and lyrics with UK pop, hip-hop, R n' B and others. Dating back to the post war settling of Punjabi migrants in the UK, Bhangra had a huge surge in popularity since the dance boom in the 1980's. It now

has a growing international fan base thanks to the UK music scene.

The new musical tells a story centering around real Bhangra music, starting with it's humble beginning in the Punjab celebrating harvests and the spring and how it has evolved from these roots to its modern place in wedding celebrations , New Year parties and clubs.

Rifco Arts was formed in 1999 and this year celebrates ten years of theatre throughout the UK, fusing comedy, music and dance with strong family drama.

Rifco Arts worked with the Community Arts Team to develop their bid as part of their community arts fund raising advisory service.

*Britains got Bhangra! will start touring in 2010. For more information on this and other Rifco Arts productions please visit [www.rifcoarts.com](http://www.rifcoarts.com)*

### Awards for All success for Bhumkia

Bhumika Asian Theatre has been awarded £10,000 from Awards for All towards their new project.

Bhumika is a local community group that works with people in the Asian community in slough to help promote healthier lifestyles and prevent isolation. The money awarded will help towards funding a new project that

combines yoga, Asian dance and food preparation to improve people's health and promote healthy living.

Bhumika worked with the Community Arts Team to develop their bid as part of their community arts fund raising advisory service.

## Training

### Community Arts Training Scheme A Survival Guide to Community Art Projects

5, 6, 19 and 20 February,  
9.30-4pm, Slough Library,  
85 High Street, SL1 1EA

Do you have a great idea for an arts project but don't know where to start? Does the thought of marketing, fundraising or evaluation give you nightmares? If the answer is yes, come along to the Community Arts Training Scheme.

This free four day course is great for artists, community groups or anyone who would like to find out more about running an arts project.

We will cover generating ideas, planning, legalities, funding, publicity, evaluation and much much more and will give you the starting blocks to a successful Community Project.

You will leave with a new understanding of the arts and a survival pack which includes Art & People - our nationally recognised guide to running community arts projects.

*For more information or to book your place please email [artsinfo@slough.gov.uk](mailto:artsinfo@slough.gov.uk) or phone 01753 477176.*

### Changes to Grants for the Arts

Arts Council England has announced that it will be changing the way it helps fund the arts. The Grants for Arts programme will be changing from March 2010 to save on administration costs, which can

then be reinvested in the arts. Under the new procedure applications can be made online, and a central Grants for the Arts team will assess and monitor all applications. To ensure that the transition happens efficiently

Grants for the Arts will be suspending new applications between Monday 18 January and Friday 26 February 2010.

*For more information please visit [www.artscouncil.org.uk](http://www.artscouncil.org.uk).*

## Opportunities

### Arts network meeting

Thursday 3 December

6.30-8.30, Café, West Wing Arts Centre, Stoke Road, Slough

We invite you to join the Community Arts team for a drink and a mince pie at our regular network event. Come along to meet new contacts in the arts and exchange ideas with others. It will be a great opportunity to see the exhibition of work by Slough Arts Society.

### Slough Young Musicians' Festival March 2010

The Slough Young Musicians' Festival will be held in March 2010, a month celebrating youth music in Slough, culminating in wide variety of performances and events from the 22-29 March.

Slough Music Service will be putting together a diary of events to go online, so if you are planning or know of any music events or activities for or involving young people aged 25 or under in Slough during March please contact [mail@phillipaberryarts.com](mailto:mail@phillipaberryarts.com) so that your event can be included.

### ACE New Arts Listings

Arts Council England is launching a new arts listing service as part of their new website. The listings, covering the whole of England, are supplied by PA Listings, who are renowned for providing information for The Guardian and Time Out.

Any arts organisation can contact PA Listings directly and ask to be included, offering a chance to increase awareness at no cost. To be included please email [events@pressassociation.com](mailto:events@pressassociation.com)

### Call for local groups

From the next issue of e-artsinfo we'll be profiling a different local arts group or voluntary group that use the arts to deliver their services each month.

If you are a voluntary group based in Slough and you would like to be featured here please email [artsinfo@slough.gov.uk](mailto:artsinfo@slough.gov.uk).

### Volunteering at Slough Museum

Slough Museum are on the hunt for new volunteers to help deliver museum activities, set-up exhibitions and displays and look after some of the day-to-day running of the museum. Creative people will be able to build a volunteering opportunity around their own skills and interests. For more information contact [info@sloughmuseum.co.uk](mailto:info@sloughmuseum.co.uk).

## Community arts blog

The last month has been about meeting people and in particular artists. Part of our services are to develop local artists to help strengthen their careers and a huge part of that is about getting artists to value what they do.

Professional artists who work in community settings often undersell their work and find themselves apologising for charging for their services. It's an attitude we come across time and time again and whether it is guilt over having a job that they enjoy or a lack of confidence to value their own work, artists struggle to justify to themselves making money.

The local community, hungry for arts experiences need strong talented professional artists to work with. I have

never met a plumber who would offer to fix my pipes for free just because they enjoy it and I'd never be cheeky enough to ask him to do it just for his CV.

Artists who work in this way are creating a market that expects something for nothing so when the next artist comes along who can't afford to do a week long workshop for £50 and a smile, they are rejected.

Being a professional is about valuing what you do enough to charge a reasonable rate and our job is to make sure that artists are equipped to work with the community and that the community understand that for a really exciting, dynamic and effective arts experience that will have a huge impact on participants, a professional is always the best option.