

Healthy Communities, Sustainable Places

The Exchange, Sturminster Newton

Monday 28th February 2011, 10am-4pm

Welcome

This conference will explore ways in which the arts can make a real difference to public health and community development. It showcases inspirational national projects as well as smaller grass-roots initiatives from both Dorset and the UK. Its focuses are:

- Reducing social isolation and improving community capital
- Encouraging active travel and physical exercise
- Improving the food environment

These were chosen because they form key elements of one of the six objectives proposed by Professor Sir Michael Marmot in his independent review of strategies for reducing health inequalities in England.

The Marmot Review

In February 2010, the Marmot Review Team published its findings in the report entitled the *Fair Society, Healthy Lives* - the result of a year long independent review. It proposes the most effective evidence-based strategies for reducing health inequalities in England. The review had two aims:

- To improve health and wellbeing for all
- To reduce health inequalities

Its goals were:

- To create an enabling society that maximises individual and community potential
- To ensure social justice, health and sustainability are at the heart of all policies

There are clear social and economic benefits in reducing health inequalities. Currently illnesses associated with health inequalities account for productivity losses, reduced tax revenue, higher welfare payments and increased treatment costs. But the key messages of the review were that reducing health inequalities is a matter of fairness and social justice and that action should focus on reducing the gradient in health. Economic growth is not the most important measure of a country's success – the fair distribution of health, wellbeing and sustainability are important social goals.

The review set out six objectives to action in order to reduce health inequalities:

- Give every child the best start in life
- Enable all children, young people and adults to maximise capabilities and have control over their lives

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- Create fair employment and good work for all
- Ensure a healthy standard of living for all
- **Create and develop healthy and sustainable places and communities**
- Strengthen the role and impact of ill health prevention

The review recommended that if these objectives are to be delivered, action needs to be taken on both local and national levels and effective local delivery is vital. Effective local delivery is dependent on participatory decision-making; this in turn is dependent on empowering individuals and local communities. Find out more about the Marmot Review at www.marmotreview.org.

Creating and developing healthy and sustainable places and communities

This conference takes the fifth objective of the Marmot Review as its theme. The key message of this is that we need to reduce health inequalities in neighbourhoods and communities and mitigate climate change by:

- **Improving active travel** through the design of spaces that encourage communities to enjoy taking exercise and be more active.
- **Improving access to open and green space** through provision and planning for green and open spaces within communities. For example, urban environments that are aesthetically pleasing and landscaped have been shown to encourage people to explore and access their local community by foot or bicycle and they provide spaces for leisure and relaxation.
- **Improving the food environment** through provision and planning for better access to shops, markets and allotments – all encourage healthy eating and physical wellbeing.
- **Improving energy efficiency of housing** with its related impact on climate change and benefits to the sustainability agenda.
- **Integrating planning, transport, housing, environmental and health systems** to address the social determinants of health in each locality.
- **Supporting locally developed and evidence-based community regeneration programmes** which promote community participation and reduce social isolation.

The conference seeks to demonstrate and celebrate the ways in which creativity and the arts can play an active and essential role in meeting this objective.

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Conference partners

Healthy Communities, Sustainable Places was initiated as part of Wide Open Space by The Dorset Design and Heritage Forum on behalf of the Dorset Strategic Partnership, in partnership with Arts and Health South West and the Arts and Health Dorset Network. It was programmed and delivered by arts consultants Willis Newson and funded by Arts Council England South West.

Dorset Design and Heritage Forum

The Dorset Design and Heritage Forum champions art and imagination for Dorset's built environment. It brings together planners, conservationists and the arts sector with the aim of promoting quality design that respects the county's landscape heritage within community planning, land use planning and arts practice. It reports to the Dorset Strategic Partnership, with financial accountability through Dorset County Council as 'host' authority.

Web: <http://www.dorsetforyou.com/390645>

Arts and Health Dorset Network

The Arts and Health Dorset Network exists to inform organisations and individuals about the role of the arts in health and wellbeing in Dorset and to enable partnerships and projects between members. Membership is free and open to anyone in Dorset who is interested in this area of work. The network has more than 80 members who come from all walks of life, including the arts and cultural sectors, health and social care, private, public, voluntary and community sectors. All share a belief in the power of the arts to improve and enhance people's health and wellbeing.

If you would like to find out more or enquire about membership, contact details are below.

Web: <http://www.dorsetforyou.com/artsandhealth>

Email: f.curran@dorsetcc.gov.uk (on maternity leave after February 2011, from which date enquiries will be handled by AHSW)

Arts and Health South West

Arts & Health South West is a free information, support and advocacy organisation for people who believe in the value of creativity in enhancing people's health and wellbeing.

It encourages partnerships between the health and arts sectors, supports the professional development of people working in arts and health, facilitates and encourages research and evaluation, raises the profile of arts and health in the region and provides a voice for practitioners at a strategic level.

Web: www.ahsw.org.uk

Email: info@ahsw.org.uk



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Willis Newson

Willis Newson is a leading UK independent arts consultancy specialising in creative approaches to improving health and wellbeing. It develops public art strategies for new builds and refurbishments, develops and manages public art plans and public engagement programmes, delivers training for artists and performers in healthcare settings and provides advice and guidance on the design and implementation of projects to promote healthy environments and improve health and wellbeing. Willis Newson is committed to the use of research and evaluation to demonstrate, measure and improve the effectiveness of its work and also offers a specific arts and health evaluation service.

Web: www.willisnewson.co.uk

Email: info@willisnewson.co.uk

Tel: 0117 924 7617

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About Wide Open Space

The Healthy Communities, Sustainable Places conference was initiated as part of Wide Open Space.

Wide Open Space is an initiative from the Dorset Design and Heritage Forum (DDHF), supported by funding from Arts Council England. It aims to develop a programme of strategic public art projects placing Dorset at the forefront of a new rural cultural agenda.

Four exemplary projects have been commissioned. These will add to existing evidence that art, craft and design contribute to making a better environment, creating sustainable communities, enhancing local distinctiveness and adding to our overall wellbeing.

Projects are engaging with the key issues of:

- Affordable and sustainable housing
- Developing the rural economy
- Protecting landscapes and safeguarding environments
- Creating safe, strong and inclusive rural communities

Wide Open Space is also involved in a wider educational and advocacy programme in Dorset.

Project: Rural Roads Protocol

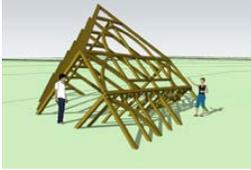


Partners: Dorset County Council, West Dorset District Council, Dorset Area of Outstanding Natural Beauty
Artist: Michael Pinsky

This project has flowed from the Rural Roads Protocol, which aims to enhance the visual appearance of rural roads for the benefit of local communities and visitors by reducing signage and encouraging more sustainable, safer transport modes. Artist Michael Pinsky worked with Dorset Area of Outstanding Natural Beauty and Environmental Services/Highways at Dorset County Council on alternatives to typical rural road design, making essential infrastructure a contributor, rather than a detractor, to the particular place it is located in. He has outlined both permanent features that declutter and enhance street furniture and temporary interventions that build up a long term memory of potential risk for drivers. The overall effect is that new interest is created for road users and the need of residents for safer public spaces next to roads (or even as shared spaces) is addressed.

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Project: New housing, Putton Lane, Chickerell



Partners: C G Fry and Sons, Chickerell Town Council, West Dorset District Council, Dorset County Council

Artists: London Fieldworks (Jo Joelson and Bruce Gilchrist)

A new open space as part of a housing development on the edge of a Dorset village has been an opportunity for artist and design input that supports both a better understanding of the heritage of the site and the creation of an intergenerational public space. Working with local community groups and the Town Council, London Fieldworks have designed a permeable meeting place based on the medieval archaeology of the site. They have also contributed to the Management Plan for the landscaping of the area to create a historical wildflower meadow. This is a good example of an enlightened developer and Town Council working in partnership to bring together a future community from the housing estate with existing groups, particularly young people.

Project: Road for the future: Maiden Newton to Bridport trailway



Partners: Sustrans and The Dorset Wildlife Trust

Artist: Anna Best

Wide Open space has funded lead artist and curator Ann Best to research the feasibility of a programme of commissions to engage local people in the creation of new common spaces along a trailway currently in development. The route will create a shared use path along the route of the former Maiden Newton-Bridport railway which would provide a traffic-free route for commuters and school children in an area with limited public transport. Temporary projects by internationally-known artists have been staged to engage local people with the development process, raise awareness (and funds) and get local landowners on board. Already the trailway has seen events from Phil Minton's Feral Choir and the itinerant Energy Café by Pilot Publishing. An ongoing programme of cultural activity – a "Road for the Future" is also planned.

Project: Commonplaces, Shaftesbury



Partners: Shaftesbury Civic Society, North Dorset District Council

Designers: Simon Pirie and ZMMA architects

Designer-maker Simon Pirie and ZMMA architects have been asked by Shaftesbury Civic Society to research and develop proposals with the local community for a public space, The Commons, in Shaftesbury. The aims are to see how the unique heritage of this market town can be made more accessible to both visitors from outside and incomers from new settlements being created on its eastern

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edge. In particular the collaborative team have been asked to consider how traditional local materials could be brought up to date and used differently, addressing key sustainability agendas. A key part of the process has been consultation with local people through events on The Commons, the physical heart of Shaftesbury.

Contact details:

Web: <http://www.dorsetforyou.com/390685>
Contact: Alex Murdin, Creative Places Development Manager
Email: creativeplaces@westdorset-dc.gov.uk
Tel: 01305 252321

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Wide Open Space conference II – Spring 2011

Watch out for the second conference in this series, organised by the Dorset Design and Heritage Forum.

This will set out a new agenda for the contribution of artists, architects and designers to public and private places and spaces at a time of radical change for rural counties and their communities.

Key themes of the conference will be:

- Enabling community planning and enhancing housing projects
- Creating new, intergenerational, common spaces in the countryside
- Enhancing sensitive landscapes/roadsides and relational infrastructure
- Tourism, heritage interpretation and public space in market towns and villages

It will focus on Dorset's recent achievements in commissioning art and design for the public realm which is socially relevant, economically valuable and aesthetically progressive. Using the Wide Open Space research programme and input from work being done along the Jurassic Coast and at Weymouth as case studies, it will aim to stimulate ongoing debate and activity in this field.

The Dorset Design and Heritage Forum's aim is to promote quality design that respects the county's landscape heritage within community planning, land use planning and arts practice in Dorset. The forum also aims to support the county's local authorities, professional practitioners and artists to make Dorset a leading place for design in the rural environment, building on the county's existing strengths. More information is available from <http://www.dorsetforyou.com/390645>.

To register your interest for the second Wide Open Space conference in advance please email: Alex Murdin, Creative Places Development Manager, at creativeplaces@westdorset-dc.gov.uk.

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Speakers

Simon Morrissey, Foreground Projects

Simon Morrissey is the curator of Foreground Projects, which he founded with Tabitha Clayson in 2007. He is also Director of WORKS|PROJECTS, the commercial gallery which he established in Bristol in November 2008, which represents a small stable of distinctive emerging and established British artists.

Educated at Warwick University (BA Hons History, MA European Cultural Policy & Administration), Simon worked at Ikon Gallery, Birmingham (1994-1996), and Matt's Gallery, London (1996-1999). Since 1999, Simon has worked as an independent curator. His curated projects have been commissioned by leading public institutions and commercial galleries including The British Council; Arnolfini, Bristol; The Bowes Museum, County Durham; Forma, Newcastle/London; and Spike Island, Bristol as well as being produced as self-initiated projects. He continues to be commissioned to produce exhibitions for public galleries and will curate an exhibition for Chapter, Cardiff, in summer 2011.

Simon has written extensively on contemporary art & edited publications for numerous leading galleries and publishers in Britain and internationally. Simon is also Senior Lecturer in Fine Art at University of the West of England, where he is a member of the PLACE research centre, which addresses recent theories of place, location, and context in contemporary visual art.

About Foreground Projects

Based in Frome, Somerset, Foreground is a contemporary visual art commissioning organisation established in August 2007. Foreground is managed by Tabitha Clayson and Simon Morrissey and was established to realise significant contemporary art projects in the South West and develop new, socially diverse audiences for critically engaged contemporary art through exhibitions, temporary and permanent commissions and accompanying outreach and education initiatives.

Foreground commission contemporary art projects that explore the relationship between art and its diverse settings and publics through distinct curatorial propositions that change in content, methodology and form with each project. They initiate and deliver their own projects funded by public sector, charitable and sponsorship funds and work as art consultants, curating and managing projects for clients in the public and private sectors.

www.foregroundprojects.org.uk

www.worksprojects.co.uk

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Adam Sutherland, Director Grizedale Arts

Director of Grizedale Arts since 2000, Adam Sutherland comes from an artist background. Over the past decade he has directed Grizedale away from its previously established sculpture park model and towards a more active and engaged role. Prior to this he was a director of art.tm, a visual arts organisation in rural Scotland.

About Grizedale Arts

Grizedale Arts in the Lake District emerged in the late 1970s as an artists' residency or placement, quickly developing the idea of contemporary art in the public realm. It was re-invented in 2000 with a change of director, becoming an agent of social engagement, change and enquiry. It has pioneered a new approach to artistic production and exhibition, providing artists with the opportunity to realise projects using the social, cultural and economic networks of the area and beyond.

The organisation has recently developed a new headquarters and residency base at Lawson Park - a functioning small-holding. The artists and the programme are deeply integrated into the local community, running an extensive programme with local interest groups. Alongside and in relation to this Grizedale runs an international programme contributing to biennales and exhibitions at major venues.

www.grizedale.org

www.lawsonpark.org

Anna Best

Anna Best has worked extensively in Britain over the past 10 years. She has a process-based practice founded on an investigation into the local and particular, into narrative structures and the complicated process of making art with other people. She has initiated and is curating the Road for the Future project in Dorset and is currently commissioned by Artlands to work on a major public commission in Gravesend, Kent.

Other recent projects have combined autobiographical material with the specific politics of context - The Sticky Silver Track (2007) at the Barbican London and the film Buddleia with Plymouth Arts Centre. Her work covers a range of media, publishing books, broadsheets and websites, film and video as well as the ephemeral format of live events. She has notably collaborated with composer Paul Whitty on Vauxhall Pleasure (2004-9) and Neil Chapman on "Occasional Sights - a guidebook of missed opportunities and things that aren't always there" commissioned by the Photographers' Gallery (2003). Anna has taught on degree courses at Goldsmith's College, Oxford Brookes University, Central St Martins, Brighton University and University of Central England.

www.annabest.info

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Katy Hallett

Katy Hallett is Sustrans' Arts and the Travelling Landscape Director. She has worked over many years as artist, curator and co-ordinator. In 1991 she was a founder member of Vizability, an artist-led participatory arts group in Bristol with five other artists and musicians. She worked with local communities, disability groups, schools and higher education on social engagement through the arts as a process of empowerment, community development, regeneration and education.

Recently Katy has developed Prospectives with Sustrans – an artist/specialist collaborative research programme. Other projects include: Tranquility is a State of Mind with artist partnership Liminal, a science/art collaborative project which won the 2010 New Music Award; Twenty Feet to an Inch, with Rob Colbourne, a major community engagement project; The Ultimate Playground, focusing on linear play routes; Liveable Neighbourhoods, to improve residential street design; Sensory Journeys with Christian Nold, working with the Bike it schools programme; and Portrait Benches at each of the 79 Sustrans' Connect2 locations.

About Sustrans' Art and the Travelling Landscape programme

The Art Programme has been an integral part of Sustrans' work over the last twenty years. Sustrans has commissioned thousands of artworks, working with more than 300 artists. The collection of work is diverse and can be inspirational, informative and practical. It ranges from waymarkers, drinking fountains and benches, large scale viewing points, bridges and sculptures, to intimate work involving text and interactive technology. The programme involves many different partners and local authorities with artists interpreting the passing landscape, to create memorable journeys, to strengthen community links, nurture a sense of ownership for local routes and encourage people to rediscover walking and cycling as efficient ways to travel.

www.sustrans.org.uk/arts

Kilter Theatre

Claire Wyatt, Co-Founder

Claire trained as an actress at Guildford School of Acting. She is a co-founder of Kilter Theatre, where she produces, directs, writes and devises and performs in their site-specific productions. She also works as a communications and strategic advisor for sustainability charity Forum for the Future. Her work there focuses on how dynamic communications can drive pro-environmental behaviour change. She recently won the Global Green Award's Best Public Sector Campaign for her project Farming Futures.

Claire has also worked as an actress and deviser for Bold & Saucy, The Fat Doreen Collective and Fuse. She's also performed in Shakespeare's Globe Theatre's Bard Birthday Trails as a 'Guerilla Sonneteer' to unsuspecting Londoners. She has produced in the West End with her first theatre company, True Red, and can often be heard playing all kinds of different aliens and weird creatures in the Dr Who audio series.

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Kilter Theatre: Olly Langdon, Artistic Director and Co-Founder

Olly has produced, directed, written and devised for all Kilter's major site-specific productions. He is also a core performer. For Bath Spa University, Olly mentors dance/theatre graduates and runs various workshops for third year performing arts students. He has also delivered talks on establishing your own theatre company, creating your own work and running a Low Carbon Arts Practice (University of Bath). He is an active member of Transition Town Bath, having been part of the original steering group.

Olly has a BA Hons in English from Birmingham University and trained in physical theatre at Jacques Lecoq in Paris. As a freelance performer and director he has toured nationwide and across Europe and Africa. He has worked extensively in London, creating site-specific and devised theatre for Bold & Saucy, Ladder To The Moon, StrangeFace, Glue, Fuse and BAC. He also co-created a Climate Change educational tour for Save Our World, and co-directed a community cast of 60 for The Southwark Mysteries in Southwark Cathedral in 2010. In the South West he has worked with award-winning dance theatre company Precarious, Angel Exit, the Ustinov, Bristol Old Vic, Theatre West and Idiot Child. He was Movement Director for the egg's annual show at Prior Park.

About Kilter Theatre

Kilter was recently heralded by *The New Statesman* as 'a pioneer of low-carbon theatre practice'. It does this by promoting sustainable living through community-based theatre. The devising company finds interesting places like allotments, cemeteries, cycle paths or old buildings and use the sites (and the people and things they find there) to create shows. They connect with their audiences in a new way.

Kilter's work is mainly based around Bath. It is often set in the open air and audiences are on foot, traveling around the show and interacting.

The company also works with organisations to help them communicate in new and unforgettable ways. Through bespoke creations, film or interactive theatre they help clients get to the hearts and minds of their audiences. They also offer training courses in creative brainstorming, presentation technique and networking skills.

www.kiltertheatre.org

Anna Ledgard

Anna Ledgard is an independent educationalist, producer, researcher and professional development leader evolving collaborative participatory arts partnerships with communities and arts, health, education & cultural organisations. She is professional development leader on Eastfeast.

Anna produces arts and health participatory theatre with artist Mark Storer. Most recently she has worked with patients with chronic renal conditions in For the Best in London

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(2009) and Liverpool (2010) in association with Evelina Children's Hospital and the Royal Liverpool University Hospital, schools, artists and cultural organisations. For the Best was winner of TMA Award for best show for children and young people of 2009; it is part of a body of public engagement work funded by the Wellcome Trust including Visiting Time (2004) and Boychild (2007) in partnership with Dorset County Hospital and schools, prisons, communities and individuals in West Dorset.

Anna was an associate of LIFT (London International Festival of Theatre) where she was director of TAPP (Teacher Artist Partnership Programme) a research programme exploring the joint professional development of teachers with artists accredited by Institute of Education, London. She led LIFT Teacher Forum (1999-2004) and was co-ordinator of the Animarts Action Research Programme (2002-2003).

About Eastfeast

Eastfeast, launched in 2005, is a team of professional artists, gardeners and teachers providing effective experiential learning in schools and communities in East Anglia. Based on working a plot of land (an allotment or garden space) in a school's grounds through the seasons and culminating in a community feast, each programme is individually tailored to meet the priorities of the host organisation.

Professional development is integral and Eastfeast offers modular accreditation for teachers, artists, gardeners and others within the MA programme at Suffolk Anglia Ruskin University (SARU).

www.annaledgard.com

www.eastfeast.co.uk

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Monday 28th February 2011, 10am-4pm

Programme

10am – 10.30am Registration and coffee

10.30am – 10.40am Introduction and Welcome

Strand 1: Reducing Social Isolation and Improving Community Capital

10.40am – 11am Simon Morrissey, Foreground

11am – 11.20am Adam Sutherland, Grizedale Arts

11.20am – 11.40am *Coffee Break*

Strand 2: Encouraging Active Travel

11.40am – 12noon Anna Best

12noon – 12.20pm Katy Hallett, Sustrans

12.20 – 1.30pm *Lunch*

Strand 3: Improving the Food Environment

1.30 – 1.50pm Claire Wyatt, Kilter Theatre

1.50pm – 2.10pm Anna Ledgard

2.10pm – 3.10pm Workshops

3.10pm – 4pm Plenary and close

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