



**IDENTIFICATION SHEET FOR INNOVATING PROJECTS  
 HELPING THE INTEGRATION OF YOUNG PEOPLE THROUGH CULTURE**

**FICHE IDENTIFICATION DE PROJETS INNOVANTS  
 CONTRIBUANT A L'INSERTION DES JEUNES PAR LA CULTURE**

<b>Name of the project / Nom du projet : L-ink</b>	
<b>Website link / Lien web :</b>	
<b>Country and city / Pays et Ville : Newcastle upon Tyne, England</b>	
<b>Funding and type of programme / Financement et type de programme :</b> The programme is delivered currently as part of Arts Council Major Partner Museum funding for Goal 5 Children and young people it is also supported at various times from project funding from a variety of sources.	
<b>Institution managing the project / Structure porteuse du projet</b>	
Name / Nom	Tyne & Wear Archives & Museums
Type (public; private; ...) / Type (public; privé; ...)	Public
Main missions / Missions principales	Our mission is to help people determine their place in the world and define their identities, so enhancing their self-respect and their respect for others.
Type of audience / Type de public	The profile of TWAM's audience broadly reflects the demographic profile of the region's population although it varies across our nine venues. 63% of visitors are from Tyne and Wear, 39% visit with children, 35% are from socio economic groups C2DE and 16% are disabled.
Volume of audience (per year) / Nombre de personnes accueillies (à l'année)	1.4 million visits
Mail and address of the Institution / Adresse et mail de la structure	Tyne and Wear Archives and Museums Discovery Museum Blandford Square Newcastle upon Tyne NE1 4JA
<b>Developed partnership cooperations / Partenaires Coopérations développées</b>	
<b>Type of cooperation / Types de la coopération</b> L-ink are a group of young people who work with the Laing Art gallery. Since the group began in 2011, they have put together events, as well as working with the gallery to help plan events for families and for their own peer group. They act both as a consultation group for the Laing, as a voice for young people in the gallery.	
<b>Specific features of the partnership (duration, formalisation, other cooperations) / Spécificités du partenariat : (durée, formalisation, coopérations autres )</b> <ul style="list-style-type: none"> <li>• Link are a group of 15-25 year olds who are interested in art and have gone through registration process to join the group. This is on a voluntary basis.</li> <li>• The Laing Art gallery is enthusiastic and committed to get involved and provide young people with</li> </ul>	

a voice at the Laing.

- The Laing Art gallery recruit once a year from November – January but also invite young people to participate in additional activity in the Summer Holidays as the form of Take over Days.
- Participants make a commitment of 1 Sunday a month and then additional days if there is a more intense project going on
- L-Ink has its own logo and name – it's important for them to have their own identity with the gallery.

Identified coordination tools / *Outils de coordination identifiés*

The young people meet once a month and more frequently if there is a specific project. They keep in touch with the gallery through a Facebook page and emails. The Laing learning team work with the young people and there is one part time member of staff who has specific responsibility for the group.

How are the professionals working together? / *Comment les professionnels travaillent ensemble ?*

The Laing Art Gallery staff have embedded the programme in the life of the gallery. Learning staff take responsibility for recruitment, visiting schools and giving presentations at careers fairs and school assemblies about the programme. They highlight the work of the group to networks of art teachers who can encourage their pupils to get involved. The young people have had the opportunity to work with gallery staff, artists and curators during the time the group has been together.

What are the benefits and advantages? / *Quels atouts ? Plus values ?*

The young people bring a different perspective to the gallery and provide their voice to gallery developments as a consultation group. The young people have the opportunity to get involved, and make connections with people who have many different experiences and careers within the arts and cultural sector. The programme aims to broaden their experience and provide opportunities to extend their creativity.

Which problems and limits ? / *Quels freins et contraintes ?*

Funding is always a challenge for the programme, the member of staff who has specific responsibility is allocated ½ day per week for this work which does not allow adequate time to develop and fundraise. Laing Art Gallery would like to increase diversity within the recruitment of young people to the programme but it has consistently been a challenge, despite marketing and promotion to schools across the city.

Topic of the project (tick one or several boxes) / *Thématique du projet (cocher une ou plusieurs cases)*

Citizenship / <i>Citoyenneté</i>	<b>Culture / Culture</b>	Adapted care / <i>Accompagnement adapté et diversifié</i>
Social integration / <i>Inclusion sociale</i>	Educational integration / <i>Inclusion scolaire</i>	Management and organisation / <i>Management et organisation</i>
Sport / <i>Sport</i>	Professional integration / <i>Inclusion professionnelle</i>	Other (specify) / <i>Autre (précisez)</i>

Books and production (works, website...) / *Livrables et production (ouvrage, plateforme web... ?)*

**Target audience / *Publics concernés***

Age / *Age : Children and Young People*

Gender / *Genre : All*

Specific features of the target audience / *Spécificités du public ciblé :*

Young people aged 15 - 25

Audience inclusion methods in the creation, development, achievement and evaluation of the project / *Modalités d'association des publics dans l'élaboration, la conduite, et l'évaluation du projet*

The Laing Art Gallery staff encourage applications to the programme from young people across the area. The programme is promoted throughout the year, but particularly in the autumn term, when it opens for applications for the next year. The gallery learning staff work with schools delivering assemblies and careers fairs and use their contacts with the North East Art Teachers network to raise the profile of the programme so that teachers can encourage their pupils to get involved. The programme is free to participate in and young people accepted onto the programme are asked to commit to one Sunday a month to be part of the group. Participants in the programme work with the project facilitator to shape the direction of the work they will undertake for the year, responding to gallery programmes and input from visiting artists.

**Partnerships - Cooperations developed / Partenaires – Coopérations développées**

<b>Name / Nom</b>	<b>Type / Type</b>	<b>Type of cooperation / Nature de la coopération</b>	<b>Specific features of the partnership (duration, formal aspects, other cooperations) / Spécificités du partenariat : (durée, formalisation, coopérations autres )</b>
Tyneside Cinema and Kelly Richardson	Cultural Venue and artist	Project Collaboration	Exhibition Partnership – Marina 9 by Kelly Richardson. The young people worked with the artist and were inspired by her work to create events and activities for the Late Shows
Nicola Maxwell	Artist	Artist workshops	Young people worked with Nicola to discuss 'collaboration' in art, the sessions will inform the works they have created for this years programme.
Sandhill View School	School	School/Gallery partnership	The gallery developed specific resources for this school which is in a disadvantaged area. They delivered an assembly about L-Ink to encourage their Art & Design students to participate.

**Analysis of the project / Analyse du projet**

Particular methodology in the achievement of the project / *Méthodologie(s) particulière(s) mise(s) en œuvre du projet*

The success of the project is that it has grown directly from young people's passion and enthusiasm to stay engaged with the gallery and the staff commitment to supporting and nurturing the group to a point where it is valued as part of the core programming of the venue.

How far is your project a good or innovating practice? Which contributions can improve the support to young people through culture? What are the benefits? /

*En quoi votre projet est-il une bonne pratique et/ou innovante ? Quelles contributions à l'amélioration de l'accompagnement des jeunes par la culture? Quels bénéfices ?*

The journey for each of the young people has been different but the commitment of the gallery and the young people who wanted to develop the programme in its early stages have given a sound framework for the group to sustain and grow. The development of the group is detailed below.

### **Case study of two of the young people involved in L-Ink at the beginning.**

Hannah and Mani joined the national Youth Art's project, Visual Dialogues, based at the Laing Art Gallery, in 2009. Visual Dialogues aimed to encourage young people with an interest in arts and contemporary culture to visit different cultural institutions and communicate more widely with young people from other galleries all over the UK.

As part of the project, Hannah and Mani worked as part of a team to create graphics and artworks, plan and facilitate events, including a marketing campaign & billboard design advertising an event planned by the group. During their involvement with Visual dialogues they also volunteered time to assist with the gallery's programme of events for families. For both of these young people confidence developed as they were introduced to professionals from different departments at the gallery.

In 2010-11 the Laing continued this work as part of a project in partnership with the Tate. The Laing recruited 18 young people from different secondary schools and colleges in the area. The young people worked with the learning and curatorial team to collaborate with leading creative practitioners in museums and galleries and to develop interpretation materials, resources and displays for other young people, education programmes and wider audiences, including schools, families and community groups.

After the project was completed the Laing staff continued to work with a group of five exceptional young people who had been part of the programme and demonstrated a commitment to continue their involvement. Feedback from the group indicated that the experience of working with the gallery had been enjoyable and beneficial as a supplement to courses and programmes they are already working towards.

In 2012 Hannah and Mani were recruited by interview as part of Changemakers, a national youth leadership programme. The Changemakers programme was a fantastic opportunity for both of these young people to continue to develop their skills and be inspirational to others. Mani worked alongside curatorial staff at Discovery Museum and Hannah's brief for the Changemakers role was to devise a strategy for engaging but also sustaining a younger audience. It was in this capacity that Hannah took on a leading role supporting and developing the young people's group which became known as L-Ink. After the year as a Changemaker Hannah continued as L-ink ambassador and volunteered for the gallery. She continued to develop her skills as part of her student placement during her degree. During her time at the Laing her key achievements were;

- Leadership of the youth group at Laing Art Gallery. Monthly group meetings for creative practical sessions and ideas generation. The effective team work demonstrated has become key model of excellence across TWAM.
- Devised cost effective communication methods; social media sites, promoting on our website and school careers events and weekly email updates.
- Recruited 10 young people to the L-Ink group
- Advocated for the group at a council meeting on behalf of the organisation by request of Senior Management team.
- Organised high profile event as part of the Late Shows 2014. This event attracted 1000 visitors to the Laing in comparison to 500 visitors in 2013.
- Communicated with key stakeholders and others including artists, young people's groups, schools, volunteers, TWAM staff.
- Fundraised £2000 to support the young people's programme for temporary exhibition.
- Organised and delivered art summer school for young people aged 11 – 16 and supported all 21 participants

through the Bronze Level Arts Award.

- Assisted in delivering 'takeover' events at Segedunum Roman Fort, where young people take control over a family event day and run activities independently. at Newcastle University.

In 2014 Hannah worked as part of the learning team at Laing to cover a maternity leave which provided an opportunity for Hannah to again take leadership of the young people's group. During this time she reported directly to the Learning Officer on progress and targets. The young people's group has become a key model of excellence across TWAM.

How did the project help in the integration of young people through culture? /

*En quoi le projet a-t-il permis de travailler l'intégration des jeunes par la culture?*

Young people who have been part of the programme have broadened their experiences and widened their networks. They have met new people through visiting other young people's groups in different parts of the country. Through engagement with the L-ink group they have been supported to develop their leadership skills through team working and creating their own events and activities, as well as producing their own creative work.

### **Achieved results / Résultats atteints**

Which competences are developed by the beneficiaries? /

*Quelles compétences développées par les publics concernés ?*

In the past, L-INK have worked with artists to create works in response to paintings in the gallery, they have exhibited works in Newcastle and in London, they have worked with artists, curators and different teams in the gallery, they have visited galleries in different cities and they worked with the Learning team to create an event at the Laing for the Late Shows.

L-INK work with the gallery in different ways: Sometimes they work on specific projects, such as the Late Shows, at other times, the Laing supports L-INK with self-led projects. This can involve workshops, discussions about their own work, meeting and finding out about the roles of Laing gallery staff and the venue also offers work experience and volunteering opportunities to the group as well as references for employment and courses where appropriate.

This is a great opportunity for students who are interested in the arts to learn new skills and put something extra on their CV.

Which new practices were observed, accumulated and expected? /

*Quelles nouvelles pratiques observées, capitalisées ou attendues ?*

Young people have got involved with the project have reported many positive experiences and greater understanding of the career roles within the cultural sector. The value the opportunities to work with artists and develop their creative skills and feel part of the gallery.

"Being a part of L-ink has been such a valuable experience and has led onto so many further opportunities. Through the projects, I have worked with artists, helped to organise major cultural events such as The Late Shows and Juice Festival and most importantly discovered what I would like to do in the future."

### **Perspectives / Perspectives**

In your opinion, which specific features of the project could be transferred? and to/by whom? /

*Selon vous, quelles modalités du projet sont-elles transférables ? et auprès de qui ?*

The key to the success of the project has been the commitment of the gallery and the young people who were involved at the early stages. The gallery staff recognise the value of the programme for the young people and also for the development of gallery programming. The sustainability of the programme is through the authentic experience that the young people are involved in, being connected to the life of the gallery enables them to feel part of something.

Date / *Date* :

Written by / *Rédigé par* :

Contact (tel, mail) / *Coordonnées (tél, email)*