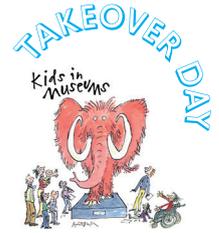


ARTS AWARD Takeover Day Case Study

Reading Museum



WHY TAKE PART?

Reading Museum was contacted by Creative Junction, a local social enterprise which connects young people with arts and cultural experiences to suggest using Takeover Day as part of Arts Award. Young people were an audience that the museum felt they did not reach well, so this presented a good opportunity to find out more about them.

Additionally, the museum was in the process of consulting audiences about the site of the Abbey Ruins, in order to prepare an Activity Plan as part of an application to the Heritage Lottery Fund (HLF).

The Takeover Day itself was also designed to help the young people participating work towards achieving Arts Award Explore.

WHO TOOK PART?

Two college students plus four Year 5 and 6 pupils from a primary school were invited to take part to provide a range of perspectives on the brief. Creative Junction, supported by Artsworld and Reading Borough Council, supported the students to achieve Arts Award Explore. The primary pupils were members of a library and heritage club at their school, and were accompanied by the teacher who leads it.

WHAT DID THEY DO?

The young people acted as consultants to help form ideas for the HLF Activity Plan. They looked at how the story of the Abbey could be presented to their age group and came up with ideas for events and activities for children and young people.

HOW DID THEY SPEND THEIR TIME ON THE DAY?

During the day, the participants worked together in groups and pairs to discuss and develop interesting ideas that would appeal their range of age groups.

The Takeover Day included:

- An introduction to their role as young consultants and a tour of the Abbey, including putting on hard hats and accessing an area which is normally closed to the public, which helped the young people develop their understanding of the work of heritage organisations for Arts Award Explore
- Giving the young people their brief for the day – what would appeal to them and their peers when visiting the Abbey?
- Leading an idea-generating session (supported by museum staff), followed by time on their own to discuss ideas further
- Picking one idea per group to develop in more detail, including describing what the event or activity would be like, choosing which part of the Abbey's story it would tell and deciding which parts of the Abbey it would involve
- Presentation of their proposal to museum staff

The young people also took over the museum's Twitter feed for the day to let people know what they were doing.

HOW DID THEIR EXPERIENCE HELP THEM ACHIEVE ARTS AWARD?

The participants were able to use what they did on the day as inspiration for completing their Arts Awards and as evidence for their Arts Award portfolios. They collected information about the museum and screenshots of their tweets, took photos of themselves carrying out tasks, and included pictures of ideas maps and their work-in-progress.

The route to achieving Arts Award was carefully planned by the museum, Creative Junction and the school so that the young people could complete all the required elements. It looked like this:

PART A – Inspire – visual art workshop at school led by Creative Junction, thinking about the different arts they take part in at school and as extra-curricular activities

PART B – Explore – by taking over at the Abbey, the children were able to:

- Gain knowledge of artists, their work and practice
- Gain knowledge of arts organisations
- Convey knowledge and understanding of the history of the Abbey to others
- Provide creative responses to their experience of touring the site
- Show a creative approach to planning and developing new heritage events and activities
- Problem-solve through planning and delivering their presentation.

PART C – Create – back at school working on acrostic and simile poems about their Takeover Day

PART D – Share – feeding back to classmates about their Takeover Day and hearing about others' Takeover Day experiences in other cultural organisations

Taking part in Takeover Day enabled the young people to show that they had practised and developed new skills that are essential for Arts Award, in particular leadership, creativity, communication and negotiation (including persuading museum staff why they should hold a sleepover at the Abbey!). Creative Junction added that gaining this qualification was an added incentive for the young people to participate.

WHAT HAPPENED NEXT?

All of the young people achieved Arts Award Explore. Staff at the museum and college went on to receive Arts Award Bronze and Silver adviser training so that they could help the young people progress and embed Arts Award within their organisation.

Many of the ideas the young people came up with were incorporated into the final Activity Plan for the Abbey, including concerts, re-enactments and poetry. Whilst the Activity Plan was being prepared, the museum kept in contact with the young consultants to inform them of progress.

It was the first time the two organisations had worked together to facilitate a project for young people and both agreed it was a positive experience. By organising the Takeover Day within the framework of Arts Award, staff had a useful structure to help them consider how the young people could really benefit from their Takeover Day experience.

QUOTE FROM MUSEUM

“Takeover Day was absolutely key to the young people working on Arts Award. It gave the inspiration, the real-world context and brief, the all important connection and experience with arts and cultural organisations, people and collections.”

ANNA JONES, DIRECTOR, CREATIVE JUNCTION

“It’s the appreciation that heritage is not some distant thing that they can’t engage with, it gives them ownership and it gives them that identity. They were able to take away the idea that Reading is not just a few high rises and lots of businesses, there is a tangible history there that they can be a part of, and help develop for future generations.”

EUAN AFFLECK, LEARNING OFFICER, READING MUSEUM

Visit the Arts Award website to find out more about Arts Award Discover, Explore, Bronze, Silver and Gold: www.artsaward.org.uk or take a look at our resource: How Can Takeover Day Activities Be Used for Arts Award: <http://www.keepandshare.com/doc/7622080/kim-takeoverday-artsaward-a4-web-pdf-189k?da=y>

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