

Expression of Interest to LWLPS – Please complete and return to LivingWandle@wandsworth.gov.uk by 15th Jan 2016.

Your Project

Please try to keep the project description brief (ideally up to 2 pages). At this stage we require outline project information only. We will contact you if we need more information.

Please contact Rebecca Watts (LW LPS manager) if you would like to discuss and develop your project idea: rwatts@wandsworth.gov.uk, 07500 073073.

Contact Person and Details:	Nicola Judd Nicola.judd@groundwork.org.uk 07913604360
Name of Project:	Wandle Creative
Aim of Project:	To connect people who are vulnerable, due to mental health and housing issues, with the River Wandle and each other through art. To promote the River Wandle and establish a Wandle Arts Network
Delivery Organisation(s):	Groundwork and Workshop 205
Timeframe of Project:	Completed within 8-12 months

Please provide a brief description of the project (including why you want to do this project, who you think the main beneficiaries will be, location where the project will be based, any partners you are looking to involve etc.)

The Wandle Creative is a project to connect vulnerable local people to each other, to the River and to the arts. The arts products created and displayed in various local venues would provide a lasting contribution to increasing awareness about the River Wandle.

The project would also build and strengthen sustainable networks within the Wandle Valley Regional Park.

The project has been designed in collaboration with Workshop 305 with whom we would be working closely to deliver the project

This project is inspired by some of the organisations and participants we encountered through ‘Wandle Flowing through Time’.

Wandsworth Mind told us of the positive impact of the River Wandle on the wellbeing of their clients as it enabled them to connect with their local surroundings and feel a sense of peace and tranquillity. School children visited the River and designed creative stories, pictures and screen prints inspired by the River’s environment. YMCA London South West work with residents that experience various difficulties associated with housing, unemployment and health and have talked about the importance of their residents being able to engage with their local community, given their housing difficulties.

Having forged positive networks with diverse communities around the Wandle in previous projects and hearing from them how vital a connection to local spaces is for health and wellbeing we are eager to build on these relationships helping diverse, and particularly vulnerable communities, to build and strengthen their connection to the River.

Groundwork London is aware of the positive affect a connection with the environment can have on people’s lives. We are also committed to an emphasis on engaging hard to reach communities. Arts and the environment have a powerful ability to bring people together, crossing social and cultural boundaries.

Groundwork has experience in this through delivering multicultural projects, including an EU funded project

promoting the integration of people who have recently moved to the UK through singing and felt making.

The main beneficiaries will be people from vulnerable and harder to reach groups in communities along the River Wandle. Wandsworth Mind will engage their service users and feel would benefit greatly from going to a new venue and getting the opportunity to take part in an art medium they hadn't previously had access to. We would also seek participants from YMCA London South West, as well as advertising widely through the different Wandle networks to ensure participation is representative of the local area.

The engagement of these groups would lead to the creation of 'Creative Collectives'. This would promote integration and collaboration around an art medium. These Creative Collectives would then work with an art enabler from Workshop 305 to visit the River, gain inspiration, and create an art piece in that medium which may include; ceramics, mosaic, animation and screen printing. Groundwork London and recruited volunteers would facilitate photography and creative writing creative collective groups.

The creative collectives would be linked by social media so that there could be inspiration shared across them and more connections made.

The project would culminate in a 'Wandle Creative Stream' Showcase, where the various works of art would be exhibited with some information about the collective who created it and also relevant information about the link with the River Wandle.

The pieces of art could then be displayed along the Wandle, around the River itself and in the buildings of the organisations taking part. The destinations could become part of the Wandle Treasures scheme. This would link people to those organisations and communities and give the organisations and vulnerable individuals a sense of ownership, investment and contribution to the River Wandle.

A QR code would be created that could be placed alongside the art work that could then link people directly to the Wandle website.

We would use a greeting card making company that Workshop 305 have used in the past to order greetings cards featuring the art work created by the Creative Collectives. The greetings cards would also display the names of the artists and the logos of partners and funders. Partners could purchase further sets of these cards through Workshop 305.

Main Outputs

- 6 Creative Collectives in mediums such as ceramics, mosaics, screen printing, animation, photography, creative writing
- 5 Volunteer Art enablers recruited and trained by Groundwork and Workshop 305
- A target of 60 Creative collective participants (average of 10 participants in each collective)
- 150 or more indirect beneficiaries. Including family members of those involved whose mental health has been impacted positively and people attending the showcase event and seeing art work in situ.
- People accessing the art network or viewing online through the QR code – 20 per year

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- At least 6 pieces of art created, including 1 suitable for display outdoors, such as a mosaic or sculpture. This could be decided in consultation with the Living Wandle and stakeholders. The local community could nominate places for it to be positioned along the Wandle thus raising awareness of the Wandle and creating more 'buy-in' from the local community.
- 1 QR code which opens to a swipeable image gallery of the artwork and of the link to the LWLP website
- 3 organisations with improved links to other organisations and the River
- 4 sets of printed greetings cards printed and sold with the opportunity to purchase further sets.

Expected Outcomes

- Individuals with housing issues and / or mental health issues have an increased sense of integration, wellbeing and connection to the River. (Measured through a wellbeing survey before and after, as well as case studies)
- Volunteer art enablers gain confidence and experience and, if employment is one of their goals, employability
- A network of people interested in the arts is created around the River Wandle
- Art exhibits and QR code create a sense of artistic inspiration around the River and lead to a greater awareness of both the River and organisations in the Wandle area
- Art exhibits continue to inspire people to experience the River in creative ways

Main Costs	Amount	Notes
Groundwork Staff costs	7,624	Planning and delivering sessions, recruiting, training and coordinating volunteers, GWK developing promotional materials and project management, review and evaluation £4064 of this amount applied for from Match fund
Workshop 305 Staff costs	5,458	
Volunteer costs	250	Travel reimbursements and refreshments £62.50 (Match fund)

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		applied for)
Office, overhead, premises costs	820	Overheads for sessions at Workshop 305 (£300 match fund applied for)
Capital Costs	1710	Materials for art sessions at Workshop 205, frames for exhibition, greetings cards £520 (match fund applied for)
Publicity costs	100	50 (match fund applied for)
	15962	4996.50
VAT	3192.40	
Contingency	400	
Total Cash Value:	19554.40	
Income/Budget	Amount	Notes
Match Funding anticipated (cash)	4,996.50	Wimbledon fund
Living Wandle contribution (HLF cash)	14,557.90	
Total Income:	19,554.40	

Any Volunteer Value to be achieved?	Amount	Notes
Volunteer Value (please see p9 of the HLF guidance)	£4085.70	4 hr induction/ training (US) =20hrs /2.85 days =£142.85 3 hrs x 10 sessions x 6 collectives + 4 hours exhibition = 26.28 days x £150 per day = £3942.85 Total = £4085.70

Thank you for your interest in the HLF Living Wandle Landscape Partnership Scheme.

More information about the programme can be found at:

www.wandlevalleypark.co.uk/the-living-wandle-partnership

Please send your completed Expression of Interest Form to:

LivingWandle@wandsworth.gov.uk.