



BRINGING COMMUNITIES TOGETHER THROUGH SPORT AND CULTURE



OLDHAM 2004





FOREWORD

The seminar and booklet is a partnership initiative between DCMS, Government Office North West, the Home Office Community Cohesion Unit and the regional arms of Arts Council England, Sport England, and the Museums, Libraries and Archives Council.

Culture and sport are powerful tools for building community cohesion. Activities like football, music, dance, local history and filmmaking offer natural opportunities for people to come together and participate in community life. They break down barriers between diverse groups and can help create a sense of local pride and belonging.

The Oldham event proved that authorities, agencies, and community groups are increasingly focused on how the arts, sports and museums can support communities in improving the quality of local life. You are more vocal than ever before about what can be achieved and how to go about achieving it. That's why you all came together in Oldham and this booklet is proof positive of the constructive and energetic debate that took place.

We must now use these networks of expertise and enthusiasm to meet the changing needs of young people and their communities and make cultural and sporting initiatives work in the future. I hope that the recommendations contained in this publication will support this vision and inspire practitioners elsewhere in Britain.

We will continue to work with our regional and national partners and bodies, including the Home Office, ODPM, DfES, the Government Offices, the Arts Council and Sport England to ensure that community engagement through sport and culture flourishes.

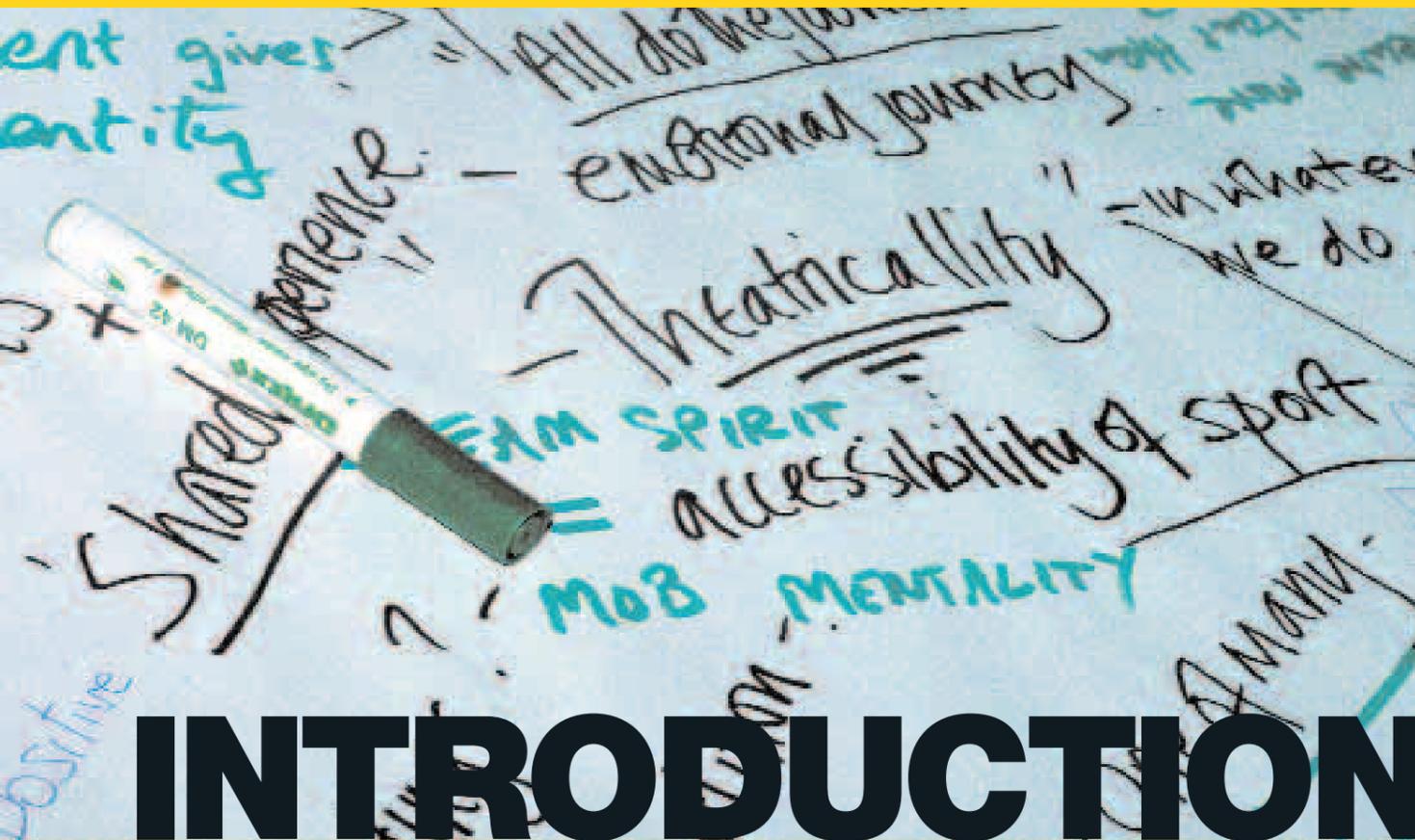
Tessa Jowell
Secretary of State for Culture, Media and Sport

A cohesive community is one in which there is a common vision and a sense of belonging for all communities; the diversity of people's different backgrounds and circumstances is appreciated and positively valued; those from different backgrounds have similar life opportunities; and strong and positive relationships are being developed between people from different backgrounds in the workplace, in schools and within neighbourhoods.¹

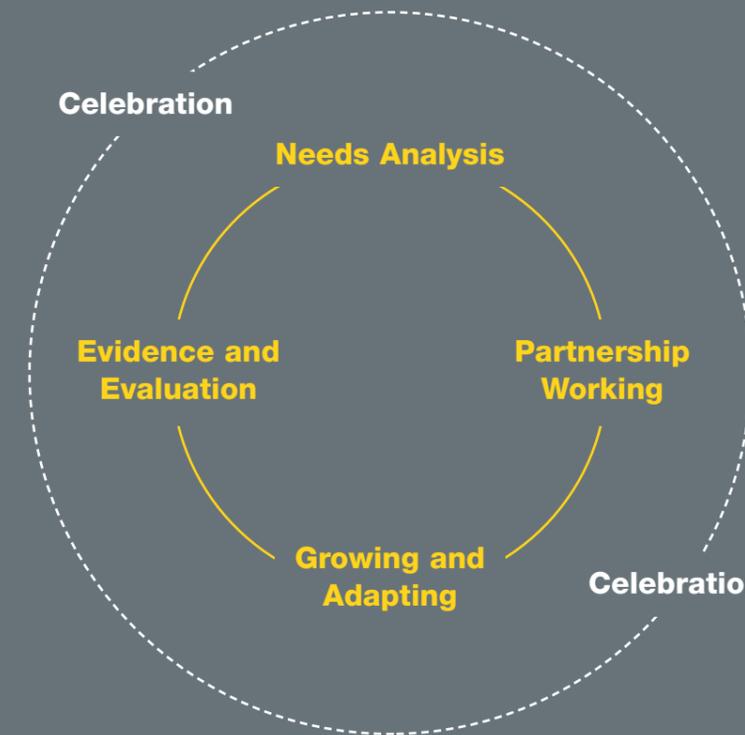


This booklet records the day's discussions and highlights five aspects of using sport and culture to build community cohesion:

- Needs analysis
- Partnerships
- Growing and adapting projects
- Evidence and evaluation
- Celebration.



INTRODUCTION



The four central themes are essential for any successful and sustainable project. The fifth, celebration, is the x-factor which explains why communities respond so well to artistic, cultural and sporting initiatives, be it a festival or a football tournament, an arts workshop or a museum visit, street games or a roadshow.

This publication is aimed at practitioners across the UK, it will deepen the understanding of how culture and sport can deliver community engagement.

The 'Engaging Communities through Sport and Culture' seminar at Gallery Oldham on 4 March 2004 brought together local practitioners and regional agencies from the North West and parts of Yorkshire.

Almost 100 delegates discussed how arts, sport and culture have helped bring their communities together as well as analysing how their experiences could be used to shape similar projects or interventions in the future.²

The event centred on a series of workshops, where practitioners, policy makers and funders from different sectors all discussed their experiences of using sport and culture to build community cohesion in the North West and Yorkshire.



Sporting and cultural opportunities can play an important part in re-engaging disaffected sections of the community, building shared social capital and grass roots leadership through improved cross-cultural action.

Denham Report, December 2001.

1. Working definition of a cohesive community, from the LGA Guidance on Community Cohesion, 2002. Following the disturbances in Burnley, Oldham and Bradford in the summer of 2001, a series of reports (Denham, Cantle, Clarke and Ritchie) were published. These identified problems including deep polarisation and fragmented communities living parallel lives. The importance of Community Cohesion was identified as being crucial to promoting greater knowledge, respect and contact between various cultures and to establish a greater sense of citizenship.
2. The Community Cohesion Panel's Cultural Practitioners Group first discussed this project in June 2003. The Home Office established the Community Cohesion Panel, chaired by Ted Cantle following the 2001 summer disturbances.



Sport and culture inspire audiences, bring people together to take part in enjoyable activities and encourage individuals to think about their role in the local community.

However, in the pressure to make decisions and allocate resources it can be all too easy to rush consultation and planning. This can lead to the needs of a community being sidelined. Time spent working out what your project is intending to achieve and targeting the right participants or audience is key.



Be honest and realistic about timescales and achievable results

Practitioners and community leaders must be able to follow through on promises. It is important to win the community's trust and keep it. Failure to do this will lead to a loss of credibility and support.

Consider the flexible use of existing facilities to address needs

Explore options such as the multi-use of community buildings.

'An Asian Women's Group in Kirklees who needed meeting/activity space were encouraged to personalise a shared room by working with a textile artist to create personalised wall hangings which were mobile but enabled the space to be personalised by them whilst in their use'

1. STARTING OUT – NEEDS ANALYSIS

WHAT DID THE SEMINAR SAY?

Know the community

Project owners should constantly focus on their prime audience but be able to adapt as target groups widen or change. Build time into your project to consult properly and understand the area and any specific issues.

'Working with communities in Blackburn is mainstreamed. Funding bids are frowned on where they do not involve a community partner. The "Belonging to Blackburn" exhibition at the museum is an example of such a project – it was a great success and toured the borough.'

Consult creatively

This generates buy-in to the project by involving the audience and showing that you've actually listened to what they said. Interactive consultation through activity rather than paper is better, and arts activities can be a great way of doing this. Also, think of creative ways of sharing the results of this consultation with, for example through presentations, radio or newsletters.

Don't plan in isolation

Link project planning into other consultations and programmes in the area, for example, Neighbourhood Action Planning. This will help you make contact with hard-to-reach groups by taking advantage of local networks that are already engaging with the community.

'Rochdale has taken a bottom up approach to programme planning and delivery that has included a community consultation network of 100's of clubs and community organisations'



BRADFORD SPORT ACTION ZONE

The Bradford Sport Action Zone (SAZ) encourages inner-city residents to get and stay involved in sports and physical activity. But it doesn't do this by telling people what they should do. Instead it asks locals to identify the problems and work with SAZ and other agencies to develop suitable solutions.

Bradford SAZ works with existing local networks, including the Bradford Trident New Deal For Communities programme, the neighbourhood action planning process and Bradford Council's neighbourhood forum. And it has also set up a number of specific physical activity and consultation sessions.

The first event was a daylong workshop for over one hundred residents and representatives from local agencies. In the morning session, delegates were divided into neighbourhood groups and asked to discuss topics including:

What activity and sports facilities and opportunities currently exist?

What condition are they in? What stops people using them?

What are the neighbourhood priorities? – with an emphasis on what's really needed, not limited by what might be possible.

The top five priorities for each neighbourhood.

After a lively lunch, people were asked to share their issues and priorities with everyone else at the event. To people's surprise, many issues proved to be the same – nowhere for young people to play informally, few opportunities for women or girls, little perceived access to formal sports facilities and few sports coaches and instructors to run activities locally.

The next step was for people from adjacent neighbourhoods to work together and to firm up priorities for their areas. At first, individual neighbourhoods wanted their own of everything – sports facilities, coach training programmes and so on. However, with the help of facilitators, negotiations between each group identified where working together and pooling resources was a more realistic approach.

This local consultation helped Bradford SAZ identify their nine clear priorities:

Concentrate work on the most hard-to-reach groups, for example: women and girls, disabled people;

Build a database of local information – what there is to do, what financial and other support is available to groups and organisations;

Recruit more community and sport workers to support work being developed by local people and organisations;

Create opportunities for local people to access training so they can organise activities in their own communities;

Support the development of accessible, after-school weekend and holiday activities for young people;

Improve the access to good quality, local sports facilities at schools, Bradford University, Grange Sports Centre, Fitness First;

Create affordable opportunities and promote the Passport to Leisure Scheme when possible;

Support the need for identified small-scale capital investment to maximise the use of existing outdoor space (for example: upgrading of pitches, changing facilities, multi-use games areas; and

Encourage agencies and people in the area to work together in a more co-ordinated way to improve communication, and pool resources and expertise.

Similar local sessions were organised when Bradford SAZ extended its boundaries to include new neighbourhoods in 2003. Interestingly, the same issues were identified and SAZ has begun to work with residents and agencies to address them.



To people's surprise, many issues proved to be the same



Strong and motivated partnerships, which represent the different groups in a community, emerge from effective local consultation and needs assessment.

Some regions have seen a flurry of sports or cultural initiatives and small projects since the disturbances in summer 2001. The number and range of these projects has been positive, but has also highlighted the need for co-ordination across agencies and organisations.

'Solid partnership development offers a better chance of making best use of the funding that is available'

2. BUILDING AND MAINTAINING KEY PARTNERSHIPS

WHAT DID THE SEMINAR SAY?

Develop the infrastructure

Funds should be used to build a sustainable infrastructure which allows partnerships to grow and operate successfully beyond the funding period.

'There is a big difference between partnerships created to 'get funding', and partnerships that really support shared working and outcomes.'

Explore the role of the Private Sector

In the UK we don't develop the possibilities of partnership between the voluntary, public and private sectors as much as we could, for example through the provision of leisure facilities, which can provide excellent community spaces and resources.

Use community partnerships to build skills and capacity

Participation in partnerships can give people confidence and skills as well as providing a way of getting involved with local groups and activities. Sports and culture can be particularly good for this as they are seen as less political and formal.

Cooperation not competition

There were concerns that, increasingly, agencies were competing against each other to do the same work, rather than working in partnership. Where organisations are joined up and can identify and work on shared objectives, success is more likely.

Make meetings and committees dynamic

Try to include young people on the committee and make sure meetings focus on action rather than rhetoric.

'Rochdale have found that success has come from engaging with partners through activity (using activity such as sport as a way of engaging) rather than through more sterile meetings or committees.'



BURNLEY SPORTS ALLIANCE

The Burnley Sports Alliance (BSA) is made up of clubs, organisations and individuals who are interested in developing sport in Burnley. Founded in November 2003, and currently with eleven member organisations, the Alliance is already delivering projects on the ground.

In the past these projects were delivered in isolation. But coming together to form the Alliance means the participants can now share ideas, findings and good practice. They can identify areas where there is little provision and tackle these problems together. What's more, as a formally constituted group, they can access resources that in the past were out of reach. The benefit of working with these groups is that they are aware of local problems and needs and have experience of dealing with them. The BSA has found that the activity – rather than having meetings – is the best way to move forward.

Support from the Sports Development Unit has meant £5000 from Awards for All as well as £1900 from the local community chest. These grants are used to run projects in areas that the BSA identifies as hotspots as well as capacity building of all members. Or in other words, they give them the training and resources needed to achieve their goals.

Dialogue between the diverse groups has led to the realisation that working together means more variety, more impact and more outcomes. By coming together, the different organisations don't only deliver sporting or cultural events, but also deal with more serious issues such as anti-social behaviour, poor health, lack of facilities and social cohesion.

The BSA helps the local community organise and deliver the project themselves, which means there is more chance of sustaining the project once its Active Communities Development Fund grant expires.

To ensure that the BSA fulfils the needs of young people in Burnley, Burnley Sports Development (in partnership with Youth & Community) has also set up the Burnley Youth Sports Forum.

*The BSA has found that the activity
– rather than having meetings –
is the best way to move forward.*



3. ADAPTING AND GROWING SUCCESSFUL PROJECTS



This seminar's popularity demonstrated the high level of enthusiasm and commitment to running community projects using sports or culture.

However, all delegates recognised that for sport and cultural activities to thrive and adapt in an environment of changing priorities and consumer preferences, organisations need to feel trusted and able to take risks. Interventions have to be sustainable.



WHAT DID THE SEMINAR SAY?

Help the community become proactive

This encourages flexibility and supports sustainability. The Arts Council's Funding Ambassadors is an example of an initiative which builds capacity and autonomy by using experts to help community groups access funds.

'The best projects are when the community group approaches the museum with something they wish to do – not the other way round.'

Promote role models

The lack of Asian role models in sport was cited as an example of how this can be a problem. Role models are important for fostering interest among young people, and there needs to be more publicity celebrating success stories that highlight achievement by minorities.

Short-term funding can create output rather than outcomes

Short-term funding will always exist and partnerships need to be ready for this. Plan for results which address complex, long-term issues such as changing attitudes and aspirations, thereby embedding community cohesion.

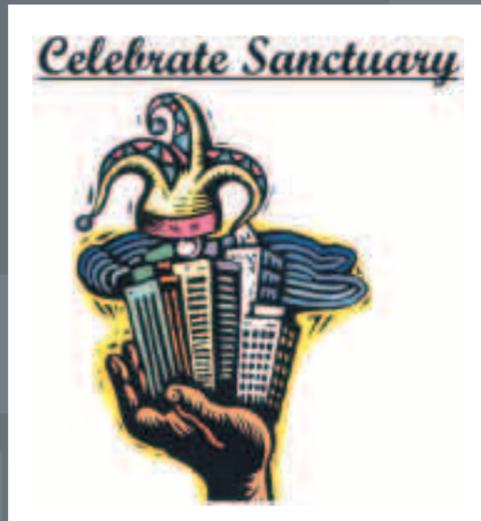
Develop leadership from within the community

Training as part of a project can develop volunteers – from play supervisors to football coaches to museum guides – so that they are more able to continue activities after core funding runs out. This capacity building can help make interventions more sustainable.

Consider transport issues

Different groups can be isolated from facilities or activities due to bus routes. Integrating local transport into the programmes you run can bring in new audiences.

BE OUR GUEST



Blackburn with Darwen Library Services has joined with area health providers to create a programme which assists asylum seekers with informational and recreational needs. It is a cost-effective, friendly programme that has grown from a library-based initiative to include school visits by participants and a public exhibition.

'Be Our Guest' is simple. Pictorial flyers are sent through the borough's asylum seekers' forum. People arrive at the monthly evening events clutching these flyers. Staff keep an eye out for them and assist the families (the programme encompasses ages 0-90.) to the room, where they have a cup of tea and a bite to eat. People talk in multiple languages, meeting new families, making contact with those they haven't seen since last month. Putting dictionaries in Kurdish, Persian and Arabic on a side table seems to have boosted confidence levels. Children play with toys provided by the library as we sit and chat for about an hour.

32 people attended the first meeting of 'Be Our Guest' in Blackburn library and, by the beginning of April 2004, a total of 75 different people had attended four meetings.

The first hour is devoted to the library-orientated aim of the evening: promote library services to a group of people from backgrounds where asking questions about government services was not a good idea. Information travels on casual waves of chat, aided by the unfailing bond of eating together. In response to a query about contacting home, staff explain that the library has free internet access and also offer free computer courses. When a woman says she'd like to learn English at home she is shown language cassettes and helped, among sign language and giggles, to fill in a membership form so that she can borrow them. By the time the programme starts, people are on first-name basis and even those with little English feel relaxed.

*Information travels on casual waves of chat,
aided by the unfailing bond of eating together*

The second hour is devoted to storytelling, and the health-oriented outcome target: help people who are asylum seekers feel comfortable speaking in public, in order to assist them in telling their own stories, protect self-esteem and alleviate boredom and stress. The group plays storytelling games, talking in small and large groups about their homeland and hostland lives using directed activities.

'Be Our Guest' has successfully expanded with a programme of visits to schools and other venues to speak about life in other countries. It also promotes the School Library Service's Cultural Harmony pack, put together by those members who are confident at speaking in public, including people from Burundi, Jamaica, Turkey and Iraq. By early April they had visited 10 schools, a Mental Health Resource Centre and a Rotary Club. Children asked many questions including 'Why did you leave Turkey? I went on holiday there and no one was mean to me' and 'Why don't people like Kurdish people?' Adult responses to the group have also been overwhelmingly positive. One head teacher, Marjorie Owen said 'What an amazing resource! We're very grateful to you and to the library service for providing us with this opportunity. This programme is ongoing.

A third prong of the programme is reaching its climax as it prepares for Refugee Week. Darwen Library Theatre will host an evening entitled 'Sanctuary' featuring personal experience narratives, observations, songs and sketches exploring issues of safety and belonging.

'Be Our Guest' has aroused interest from other Borough services, including Blackburn with Darwen's Social Services department, and from other library systems in Bolton and Hull.





4. EVALUATION AND EVIDENCE GATHERING

Gathering numbers and profiles of individuals who take part in largely voluntary sport and cultural activity is problematic to say the least. Evaluation and evidence gathering can help practitioners and groups target the right people and therefore build cohesion in the community. Stronger evidence convinces funders, policy makers and local people that sport and arts are healthy and fun ways to make places better, and not a soft option. Practitioners are calling for a fresh look at how we prove impact, which can take account of the hard and soft outcomes of community activities.

'The work – arts and sport – is there to 'switch the light on' in people's heads.'



WHAT DID THE SEMINAR SAY?

Categorisation

There are concerns that standard reporting formats don't tie in with how the public actually express themselves in terms of identity and ethnic origin. Furthermore, how can we be sure that we are genuinely reaching new audiences and not simply talking to the same groups again and again?

'How do we measure different participation in sports? And how do we encourage more engagement?'

Measuring attitudes and opinions

This is a key part of assessing the impact of sport and culture on the local community. It was felt that measuring changes in attitude is one of the most difficult things to do, especially when attitudes and values of individuals can be very different to what is expressed by groups. The Youth Service measures attitude change, but should we be looking at the feelings of the wider community, for example through customer perception surveys?

'Charting young people's opinions and attitudes is hard because this can change by the day – so how and when do you measure the impact?'

Reduce the burden on small organisations

How do we make it easier for small projects to evaluate their success? Also funders need to be aware that tight project timescales can hamper meaningful evaluation, making it feel forced. Can we make feedback measurement more responsive and simple?

Clear ownership of long-term tracking

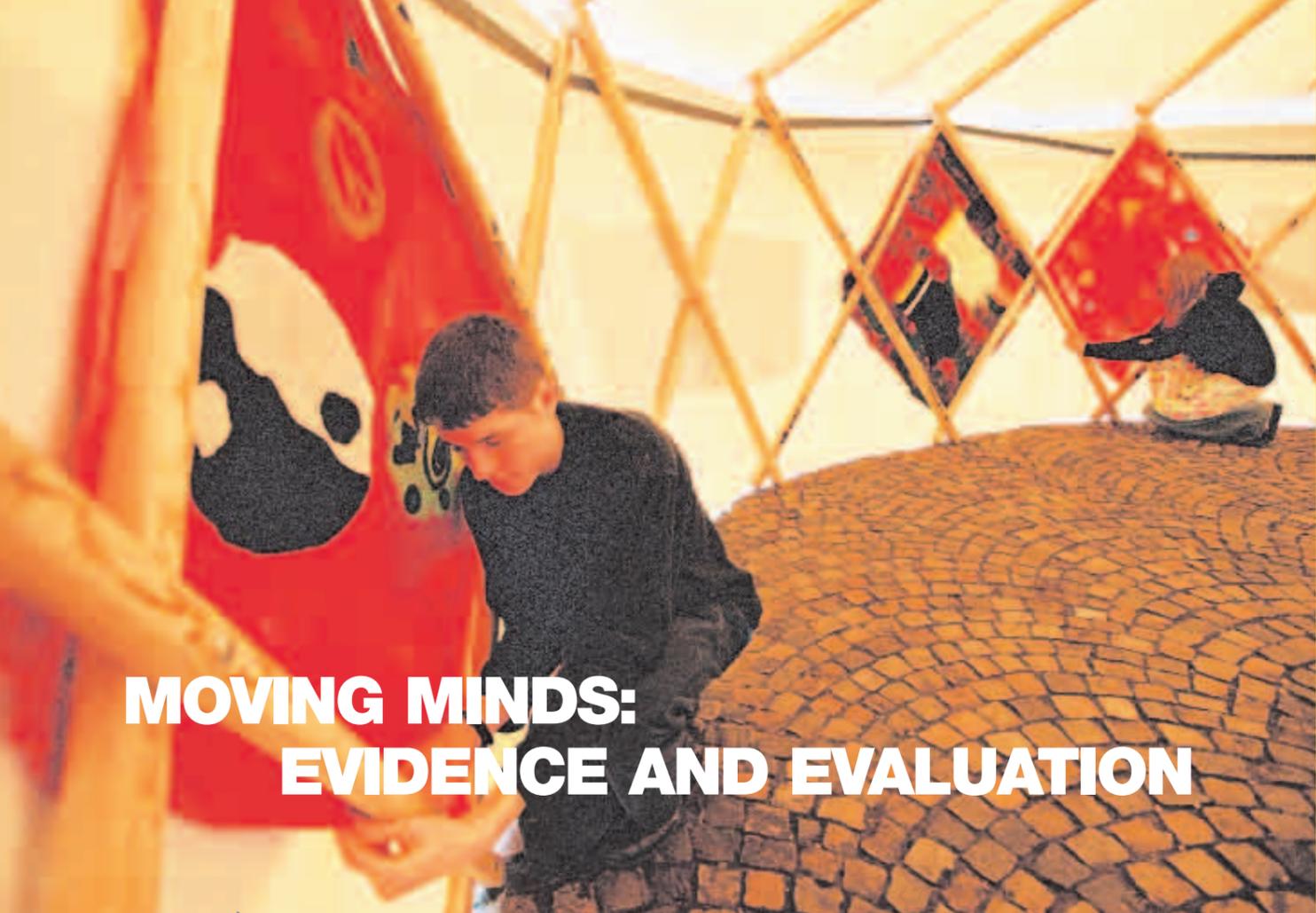
A commitment to tracking results over time is essential to ensure that lessons are genuinely learnt, shared and acted upon.

'It can feel like we are always doing exit strategies'

Qualitative work

Case studies alone do not prove cost-effectiveness. Qualitative analysis of outcomes is required. Is this where customer perception surveys come in again?





MOVING MINDS: EVIDENCE AND EVALUATION

The aim of 'Moving Minds' was to bring together museums and galleries from Bradford, Leeds and Manchester with communities and artists to create work that reflects their ideas on migration, culture and identity. Community groups used the collections of the participant museums to stimulate discussion about their lives today and in the past. The evaluation was built around the highly innovative Generic Learning Outcomes (GLOs), which form part of the 'Inspiring Learning For All' framework which was launched by the Museums Libraries and Archives Council in March 2004.

Themes for exploration ranged from leaving home, songs, dance and storytelling, cooking and food, prejudice and belief, danger and safety, environment and architecture. The groups also worked collaboratively to build a modern gur (yurt) to house their displays. Yurts are lightweight structures that can be constructed and moved easily; they originated in Mongolia where nomadic peoples designed them as simple and easily moveable homes. Today, modern yurts are used by aid agencies to build refugee camps, hospital stations and temporary schools so they are particularly apt structures for this project.

The purpose of evaluating the project was to gain insight into the following areas:

If, what and how people learn through engagement with museums and galleries.

The value of outreach work and community based projects in audience development for the museum/gallery.

The benefits and challenges of working in creative partnerships.



The evaluation methods and aims were set out an early stage. This helped to give the project greater focus and allowed progress to be monitored and tweaked continually – rather than finding things out after the project had ended. The methodology used included Learning Matrices and a questionnaire, both based on the GLOs . The questionnaire was more successful in determining feelings of participants and worked particularly well when asked in person as opposed to being provided in a written context. We wanted to achieve a balanced view of the project and so asked everyone who took part (project workers and yurt-builders too, not just the group members).

The overall feedback was incredibly positive and strengthened the case for outreach project work within museums and galleries. The questionnaire recorded the following experiences:

71% of participants felt that the project encouraged them to feel differently about other people (have a greater awareness of other cultures and communities).

100% of participants learnt a new skill, from felt-making to video editing.

85% of participants had a more positive opinion of the museum/gallery having been involved in the project and intend to visit again. The remainder had the same opinion or gave a neutral response. There were no negative responses.

78% of participants said it changed their outlook for the future.

92% of participants said they would like to do a similar project again in the future.

3. The Generic Learning Outcomes (GLOs) are a new research tool to measure learning which have been developed by the. GLOs help to:

- Analyse work and tell stories about its impact on individuals and communities
- Talk to colleagues, funders, evaluators and policy-makers about learning in a language that they share and understand
- Design better learning experiences and spaces that inspire people to learn
- Reinforce for users the significance of their learning experiences.

The GLOs provide a framework for assessing evidence of learning and can be used to:

- Improve approaches to evaluation
- Analyse and draw conclusions about learning from existing data
- Develop staff and governing bodies awareness of and practice in learning
- Transform the way that we talk to users and visitors about learning.



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Community celebration, such as street festivals and events organised by museums, galleries, sports stadiums and so on, is a brilliant tool for community engagement simply because people have fun. The question is: how do we keep these celebratory activities refreshed and energised over the years? And how do practitioners enable people to build on these activities and tackle other issues and needs in their communities?



CELEBRATION



WHAT DID THE SEMINAR SAY?

Enable small-scale spontaneous community celebration

Could there be a spontaneity pot with minimal bureaucracy for community celebration?

There aren't enough simple, small funding schemes which aren't tied to large agencies.

Make the most of cultural or sporting institutions

If people feel that agencies and public bodies are not receptive to ideas, because they are pursuing their own agendas, they will feel demotivated.

How do we encourage more meaningful and genuine engagement? One suggestion was to channel funding towards moving arts and heritage out of large institutions and into communities where this doesn't happen already.

'Manchester Museum recognised that the image of the museum as academic and

exclusive can be off-putting. So they have reached out to communities directly in order to break down these perceptions.'

'Should there be some sort of 'compulsion' for large private sector organisations to support grass-roots activity, some kind of Corporate Social Responsibility?'

Measuring enjoyment

How do we really monitor increases in local pride or happiness generated by community celebration? Why can't thirty smiling faces be an indicator? What about curiosity and imagination or improvements in behaviour?

Quality of experience

Don't dumb down the experience. Take full account of the cultural heritage of the community and, where possible, avoid copying other initiatives.

'How do we grow talent and diversity in the Arts when funding is so specific?'

LARK IN THE PARK

The Friends of Mercer Park is a group of local activists in Clayton le Moors, Lancashire. Their aim is to encourage local people to make more use of the park and to enhance its facilities

Every year they hold an annual arts festival, 'Lark in the Park'.

It uses both visual and performing arts to bring together a culturally diverse community in Clayton-le-Moors. People of all ages are given the opportunity to use art to address issues of exclusion and challenge stereotypical attitudes and values.

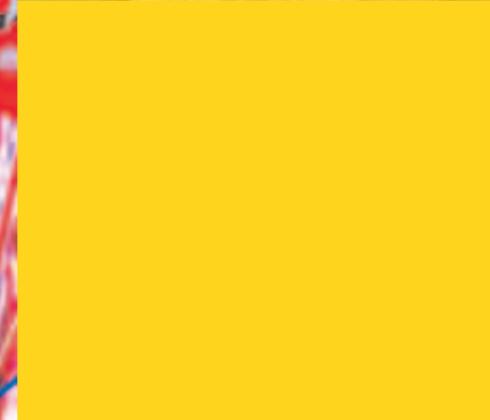
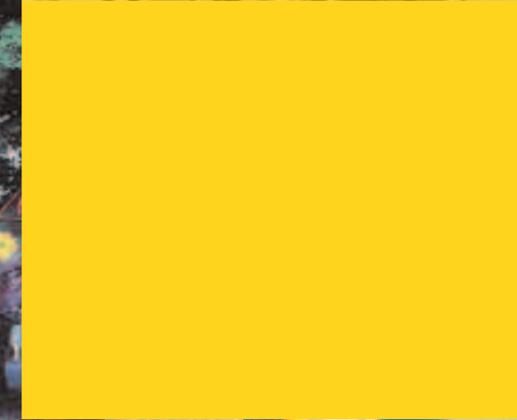
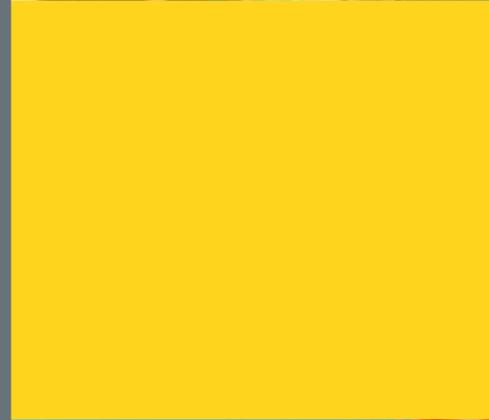
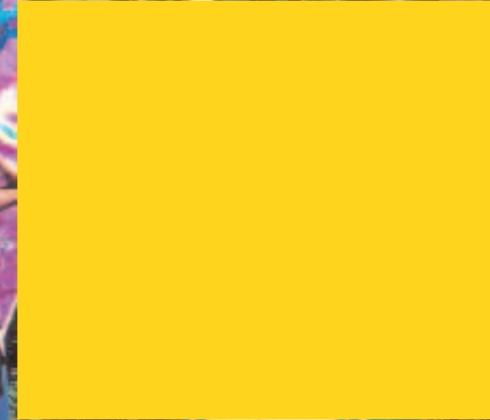
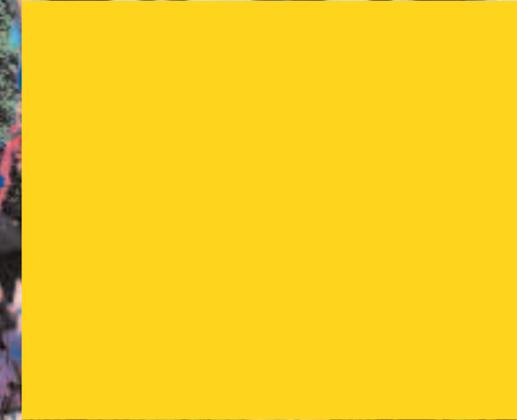
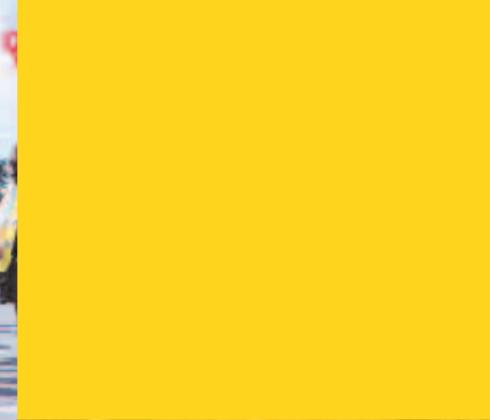
A 'Holiday Arts' and sports activity programme runs for four weeks before the 'Lark in the Park' festival starts. This raises the event's profile and gets the local community involved. Arts activities are led by professional artists, leading to shared learning and high quality work. 'Holiday Arts' and 'Lark in the Park' combine to transform Mercer Park into a place which celebrates achievement, challenges prejudice and works inclusively.

The number of people taking part in the workshop programme and attending the festival has steadily risen. So has the number of people involved in its actual organisation. In just two years, the number of volunteers who run the event, has risen from 15 to 40; while the organising group has increased in number from eight regular attendees to 15, representing all ages.

The event has had a longer-term impact too. In conjunction with Hyndburn Borough Council, a parks management plan has been approved which has already created a new dual-use play area. Funding bids to develop a sculptural sensory garden in the park have also been forwarded by the Friends.

Celebration has made a big difference to the development of the Friends of Mercer Park. It has also given the wider community a sense of pride, place and belonging. Groups of people and individuals of different ages and cultural roots work together and explore common ideas. Existing skills within the community are identified, used and extended while new ones are developed and shared with others.

Celebration has given the wider community a sense of pride, place and belonging.



BUILDING

This booklet outlines practical points to consider when running sport and cultural projects to achieve increased community cohesion. It is available to local authorities throughout England to spread best practice. However, it can also provide significant learning for central government and regional cultural and sporting agencies.

SO, WHAT ARE THE KEY MESSAGES TO TAKE FORWARD?

We have seen how sport and culture can reach out to different groups in communities but the Oldham seminar focused more on the future than what has already been achieved.

Delegates had some simple and powerful messages for practitioners, funders and policy makers at all levels:

Too much work using sport and culture is still focused on output rather than outcome.

There is a need to explore the role of the private sector, especially in delivering quality leisure services.

Partnerships which can support small projects and sustain activity over the longer term need to be strengthened. Lessons can be learnt, for example, from influential sports networks.

Large organisations and central government need to be more responsive to local needs and the grass roots desire to use sport and culture.

Can we find better indicators to measure increases in civic pride, well-being and smiley faces through taking part in culture and sport?

How do we engage hard to reach groups and what part can role models play?



ON THE LEARNING



HOW CAN WE USE THESE MESSAGES TO INFLUENCE CENTRAL GOVERNMENT AND LEAD AGENCIES?

As the lead department for sport and culture, DCMS will build on the work with its agencies (including Sport England, Arts Council England, the Museums, Libraries and Archives Council, English Heritage and the Lottery) and key departments such as the Home Office and ODPM in order to support grass roots initiatives and local needs more flexibly.

At the same time the Community Cohesion Unit (CCU) in the Home Office is encouraging and facilitating new learning through the Community Cohesion Pathfinder Programme, aimed at building real life examples of areas that are getting community cohesion right.

The Oldham seminar will be used to inform the following cross-governmental work which contributes to the community cohesion agenda:

The question of more relevant indicators for sport and culture will be considered as part of the DCMS negotiations on how local authorities will be measured on cultural and leisure services in future, through the new Comprehensive Performance Assessment for local government.

DCMS and its agencies will look at engaging the hard to reach groups in different communities through a new Beacon Council theme which aims to identify the best performing authorities who can act as centres of excellence from which other authorities can learn.

DCMS and the Home Office (Civil Renewal Unit) will work together to see how community engagement through sport and culture can build civil renewal.

DCMS and the Neighbourhood Renewal Unit will continue to cooperate on joint initiatives such as the New Deal for Communities study and the contribution of sport and culture to floor targets.

The issues raised around flexible and quick funding for sport and cultural initiatives will be fed into consultation on the remit of the Big Lottery Fund, which will take over the functions of the New Opportunities Fund and the Community Fund, and other Lottery distributors.

AND FINALLY...

Street crime. Anti-social behaviour. Poor health. Social and cultural exclusion. Yes, the Oldham event touched on some of the most serious topics that affect today's society.

But the event itself proved that there's a way ahead. That, by talking together – and by listening as well – people from different backgrounds can find common ground and ways to progress.

Above all, it's that 'X-Factor', the sense of celebration, that contributes to the success of social cohesion projects.

How reassuring that some of the toughest social issues facing us can be confronted by something so unscientific: *fun*.

PARTICIPANTS

NAME	ORGANISATION
Abdul Basit	Oldham Athletic FC Limited
Richard Bealing	Kirklees MBC
Jim Beattie	Kirklees MBC
Lee Bowyer	Hyndburn Borough Council
Leila Brosnam	DCMS
Andrew Brown	Home Office
Simon Butler	Tower Hamlets Active Communities Sports Partnership
Kevin Byrne	DCMS
Karen Carter	Rosendale
Christine Chadwick	North West Museums, Libraries & Archives
Neil Consterdine	Fitton Hill CPD
Michelle Dew	Hyndburn Borough Council
Andrea Dixon	Lancashire Sport
Chris Dodd	Sport England
Julian Dunn	Action Factory Community Arts Limited
Julie Durrant	Rochdale MBC
Julie Allsop	Salford
Ismail Esat	Asian Sports Engagement Project, Blackburn
Donna Ferman	Doncaster Council
Kashaff Feroze	Pendle Pakistan Welfare Association
Andrew Fleming	Home Office, Community Cohesion Unit
Nick Ford	Oldham MBC
Steve Hassall	Salford Community Leisure Limited
Barry Healey	Sport Cheshire
Karen Hickling	Prescap
Rebecca Hilton	Arts Council England, North West
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*Representatives on the Community Cohesion Panel's Cultural Practitioners Group, chaired by Kimiyo Rickett.

OTHER READING

Teaming Up www.neighbourhood.gov.uk

NDC Involvement in Arts, Leisure and Sports www.ndcevaluation.adc.shu.ac.uk

Community Cohesion Pathfinder Programme - The First Six Months www.homeoffice.gov.uk/comrace/cohesion

Active Citizens, Strong Communities: Progressing Civil Renewal. London: Home Office Communication Directorate, 2003

Guidance on Community Cohesion www.lga.gov.uk

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