

Back On The Map Kite Project

Flying high in Hendon and the East End

Report and Evaluation



Funded by



Written by Infinite Arts 2007

With support from

Sunderland
City Council

Back on the Map Kite project Report and Evaluation

Written by Infinite Arts, 2007

Contents	Page
1 BACK ON THE MAP KITE PROJECT	2
2 STAKEHOLDERS VIEWPOINTS	7
2.1 Feedback from the Community Programme	7
2.3 Feedback from Infinite Arts	11
3 ASSESSMENT AND ANALYSIS	12
3.1 Achieving the Aims	12
3.2 Realising the Outcomes	12
3.3 Back on the Map Kite Programme - benefits	13
4 CONCLUSIONS - THE WAY FORWARD	13
CREDITS	14

1 Back on the Map kite project

Introduction

This report has been produced in order to value the thoughts and feelings of the participants, to influence future projects and practice, and to provide information to funders.

Project description

This project set out to give participants in Hendon and the East End of Sunderland the opportunity to work together, to learn from each other and to make some amazing kites from recycled materials. The kites that they produced were exhibited at the Sunderland International Friendship Festival in June/July 2007 and were also seen at the Back on the Map Festival in July 2007. Kite artists Pauline Taylor and Frances Anderson from Infinite Arts led the project with support from Gill Laverick and Joy Sanders.

Training day

The project began with a training day in May 2007 for the participating group leaders providing an opportunity for them to find out more about the possibilities of creative kite making. Although it was not well attended, those who came had a chance to plan the project and target the plans to the particular needs of the participants who were likely to attend.

Workshops at Hudson Road

Following the training session it was agreed that a series of workshops should be developed at Hudson Road school during the half term holiday in May. The sessions were advertised within the area through the school and through Back on The Map, and participants ranged from toddlers to adults and all had a chance to make a kite. The weather was very wet so it was not possible to do so much flying as was hoped and on the first day the work concentrated on plastic kites instead of paper ones.



Workshop activities included:

Scrapheap challenge	As an introduction, everyone makes 'something which might fly' out of our pile of recycled and everyday materials
Mini kites and bugs	Indoor mini-kites and bugs made out of personal scraps – sweet wrappers, bus tickets etc
Kite arch	An opportunity for people to work together to make a kite arch – from magazines or crisp bags. (or elements of the BOTM logo)
Shibori kites	Everyone makes a brightly coloured kite from the specially folded and dyed Japanese paper
Plastic Sled Kites	Everyone made plastic sled kites and decorated them individually
BOTM logo kite	An opportunity for people to work together to paint a large kite with a version of the BOTM logo



City of Sunderland College session

Through a contact with Rob Brannigan at the City of Sunderland College Bede Centre, it was possible to offer kitemaking to a number of students from the BOTM area. The work involves students and staff working in their own time and the group designed and created several kites each before flying them in the college grounds.



The Back on the Map logo kite

It was agreed in the early stages of the project that a kite would be produced bearing the Back on The Map logo. The kite – a Japanese Rokaku style kite measuring 1.5metres x 1m. A design session took place at the Back on the Map shop with the women’s craft group. It was decided at this session the kite should have the Back on the Map logo at its centre and each of the six key themes should be represented around the outer edge. The themes are;

- Housing
- Environment
- Employment
- Health
- Education
- Community Safety

The craft group also decided that as the kite was quite large they could add further decoration to illustrate the themes. They were unsure what these decorations might be but thought perhaps an illustration of each of the six key areas could be added for example a row of houses to represent housing, trees for the environment. It was agreed that the kite would be flown at the Back on the Map festival at Valley Road School on the 7th July.

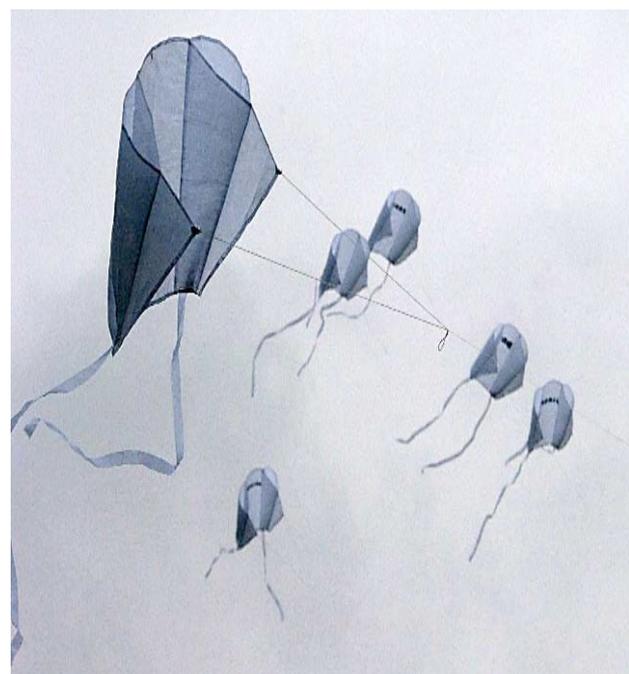
The BOTM kite was created in two separate community sessions, the first at Grangetown Primary School on 21st June 2007 where infinite Arts worked with several members of the community. They photocopied the BOTM logo onto large sheets of paper and laid out the design on paper until they were happy with the layout. They then traced the design onto the kite and coloured it using special permanent markers for use on ripstop nylon. Although unfinished, the kite was able to be displayed at the Sunderland International Friendship Festival as a work in progress where it formed the centrepiece to the BOTM display.

The second session at the Back on the Map base in Vilette Road on 5th July 2007 completed the kite. After seeing the kite the women’s craft group decided to add their images of their hands to the design as a symbol of friendship.



Visit to the Kite Festival....

The Back on the Map group chose to visit the event on the Saturday and therefore were not frustrated by the cancellation on the Sunday. A bus-load of nineteen people from Hendon and the East End visited the festival and despite the rain, stayed from midday till 4pm. They were able to join in the Mass Kite Fly with over 500 other people.



Activity at the BOTM Festival 7th July.

At the Back on The Map festival held in Hendon, various members of the public decorated a specially made Kite Arch with the words Back on the Map Festival 2007 and with their own handprints. In this way the joining hands and friendship theme which began on the large kite was continued.



Both the large kite and the kite arch were flown at the Back on the Map festival although it was a bit too windy and they could not be flown for long.



2 Stakeholders Viewpoints

2.1 Feedback from the Community Programme

Representatives from groups involved in the project were asked for feedback and have offered the following comments:

2.1.1 Ray Leonard – Chief executive of Back on The Map

Ray thought that the kite project presented a great opportunity for communities in the Back on the Map area. He felt that the approach really helped span generations and geography.

“Essentially it’s about people. Everything involved people. From the workshop sessions building a whole range of kites alongside artists and professional flyers, to learning about science, the environment, materials, through to the pride felt in flying their own kites and the BOTM kite. People who may have never worked together before, found themselves doing things they had never done before, learning new skills and knowledge. They successfully created their own kites and worked together on the BOTM kite. Most importantly they had a great time doing it. The festival itself provided a great opportunity for our residents to show off their work to a truly international audience. Excellent.”

People who may have never worked together before, found themselves doing things they had never done before, learning new skills and knowledge. They successfully created their own kites and worked together on the BOTM kite. Most importantly they had a great time doing it.
Ray Leonard

2.1.2 Lesley Cook, Health Development Officer, Back on the Map

Lesley highlighted the following good things:

The workshops were attended by a mixture of ages and cultures, there were different types of kites to make and enough staff to support people. The visit to the Friendship Festival was good because all the people we took had never been before. It was a great help that transport was available; we took 19 people and provided refreshments for them on the day.

The visit to the Friendship Festival was good because all the people we took had never been before.
Lesley Cook

Lesley also felt that some things could have been improved if there had been more time to organise the project. She had hoped that the project would attract different groups to work together. In particular she felt that the B.M.E. community would have enjoyed it and benefited from involvement.

Due to the strong winds on the day of the festival, it was not possible to fly the kites which had been made by community members for very long and so not many of the community were able to see them flying.

2.1.3 Kris Heskett – Community Resources Manager, Hudson Road Primary School

Kris valued the diversity of subjects that kite-making covers (art, craft, science, history, geography etc.) He felt that it made for interesting workshops with plenty to engage different people.

He highlighted the following benefits for participants.

- Taking part in a fun activity either as an individual or as a family with a product that they could take away as their own.
- Parents were given the skills and knowledge to provide their children with an activity that they could feel confident would engage them. Hopefully with the added value of having quality time together whilst taking part.
- Adults and children were also engaging in an activity at the same level ie. No prior knowledge, so they were learning something new together.

For Hudson Road School, Kris felt that there had been benefits including the opportunity to attract new participants to the school, who hopefully will return for future projects. He also felt that staff and regular attenders were given a chance to develop their own skills.

Kris felt that the only problems were the usual ones of promoting the project and attracting people in to take part. He felt that it had been publicised as much as possible and that he had targeted existing groups and approached individuals personally. He recognised that the exhibition displayed the range of work that had gone on and was very colourful. However he felt that the space and location of the exhibition as part of the larger festival meant that it was not accessible to all.

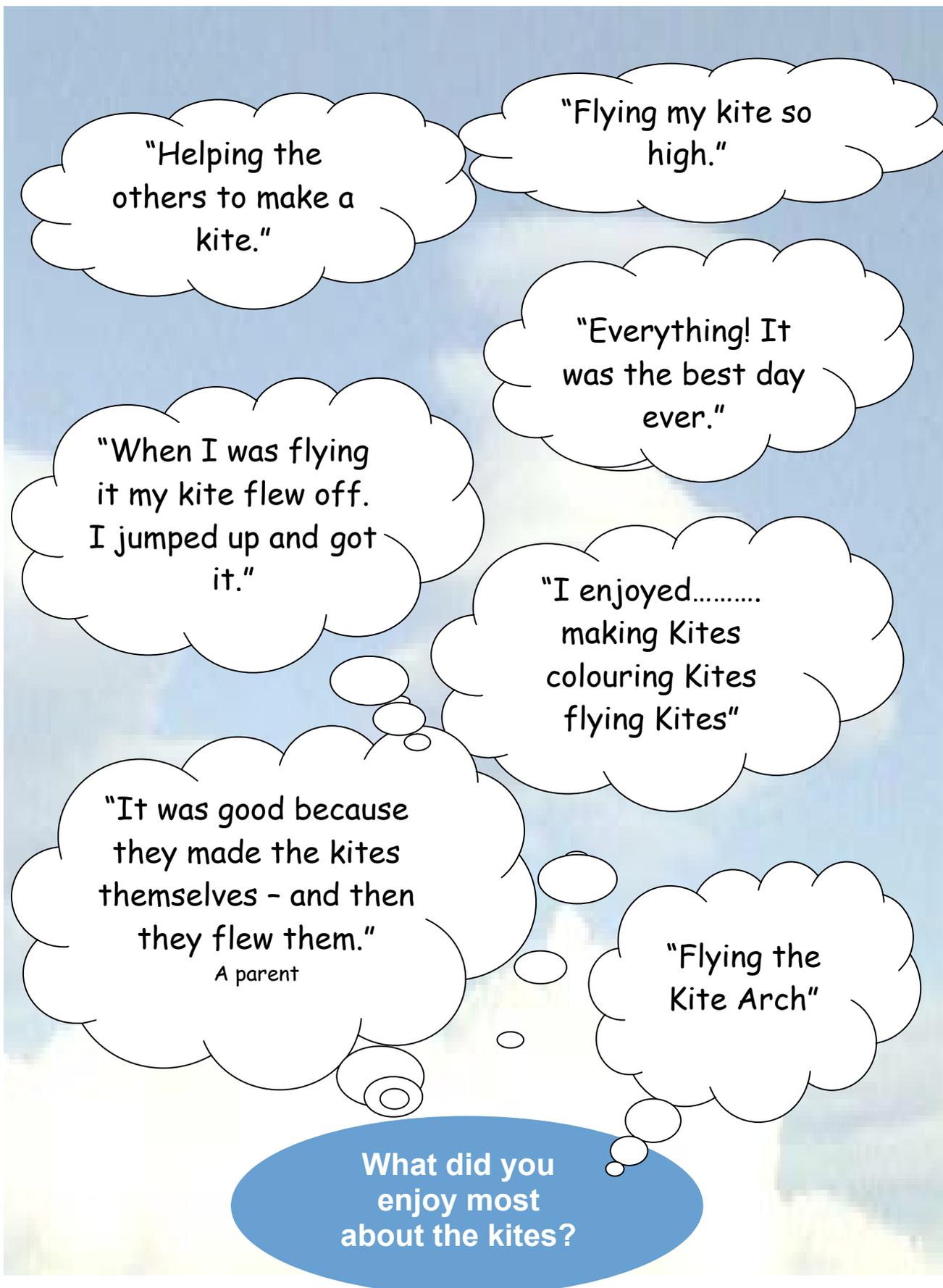
“At the Back On The Map Festival the kite project provided a different activity for the local residents who attended the festival. Unfortunately the big kite was damaged and only flew for a few minutes. However, it caught the eye of a few people whilst it was flying. After the first workshop held in school I saw the group of Bangladeshi boys who had taken part all playing in the street with their kites, having fun. I don’t often see them doing this other than if they’re playing cricket or football in the car park near school. They all came back for the second workshop too and have since attended other out-of-school activities that we provide in school holidays.”

“At the Back On The Map Festival the kite project provided a different activity for the local residents who attended the festival.”

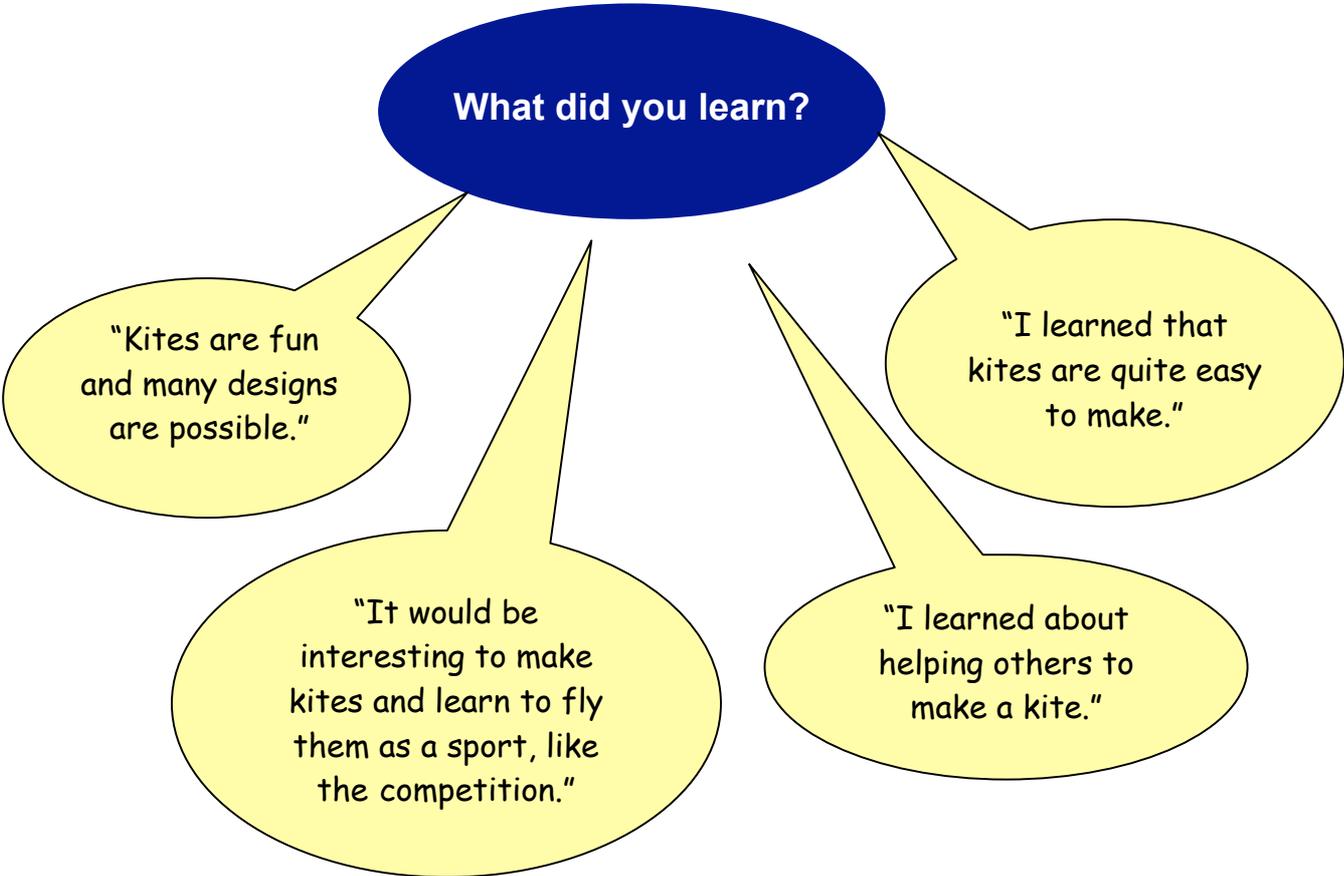
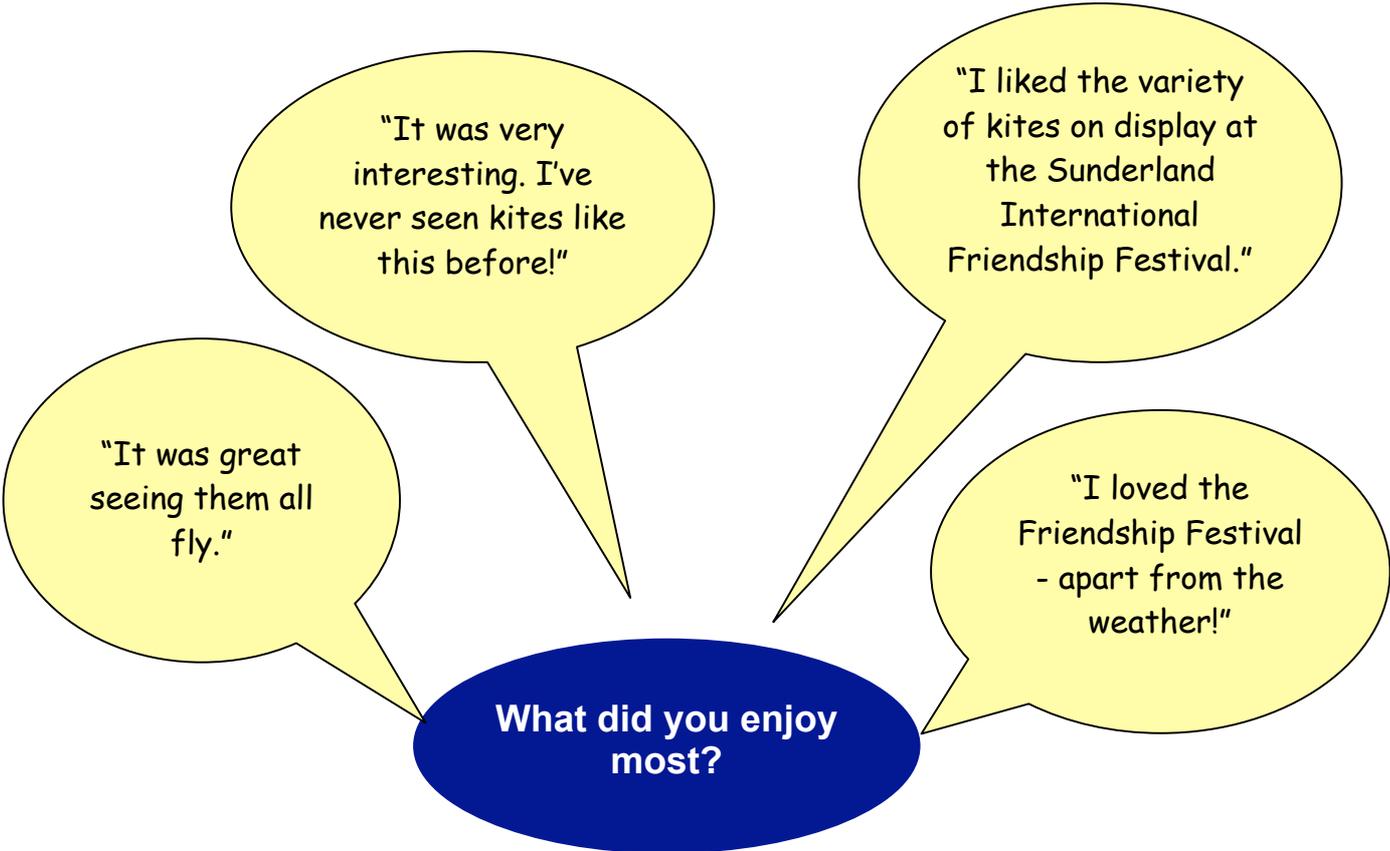
Kris Heskett

“We saw new faces taking part in an activity who we hope will return for other things. Staff and regular parents gained a skill to utilise for future events or activities.”

Participants' thoughts



People's comments following the project



2.3 Feedback from Infinite Arts

As project managers, Pauline Taylor and Frances Anderson have made the following observations:

The training session held prior to the workshops enabled us to have a discussion with group leaders and parents about the sort of activity that would be appropriate for the target group of children. It also enabled us to see where any logistical problems with the space and the activities may lie prior to the session with the children.

The kite workshops with the children from Back on The Map, held at Hudson Road Primary school during half term, included a range of ages, boys and girls and a mix of backgrounds including children from BME backgrounds. Children enjoyed the sessions and a group of boys returned the second day and brought several more children with them because they had enjoyed it so much. The two workshop days were structured so that a range of different kites were made including plastic kites which could be flown in the wet conditions. There was also the big kite arch which was made on day two.

Although the weather was not ideal for flying kites all the time children did get outside to fly when they could and they were excited and proud to be doing so. We did small test flights inside with the shibori kites and the mini kites. One parent who came with her two children also brought some art materials to be used and shared with the group. She felt that she had learnt a lot and had gained confidence from the workshops and said that she would try making them at home afterwards.

Because the workshops were over two days we had identified different activities for each of the days. Not all of the children attended both days and the new children who came for the second day wanted to make the same kites the children had made the day before rather than the kites we were making on day two. With three workshop leaders, we were able to accommodate the different needs of the children. This also helped greatly when children who were faster at making kites were ready to move on to another activity so children were not having to wait to make kites. It also meant that children could be supervised inside and outside at the same time. In future we would include some individual activities such as a wordsearch or quiz as a back up activity.

Benefits

- | | |
|--------------------|--|
| Working together | The kite arch enabled all the children to work together and to achieve a big kite and to share in the achievement of flying it as a group. |
| Helping each other | The children who came on both days also helped their friends who were new sharing the skills they had learnt already. |

3 Assessment and Analysis

3.1 Achieving the Aims

At the outset the following aims were established.

Project aims

- To support health by encouraging people into outdoor activity.
- To support capacity building by helping people to think creatively and to plan and work together.
- To support the environment by helping develop an awareness of recycling and wind power.
- To support education through provision of creative learning opportunities and workshops.
- To support lifelong learning, enriching the creative development of young and old by encouraging them to share their thoughts and ideas.
- To provide profile-raising opportunities for Back on the Map where local talent can be celebrated at a range of festivals and events.

In general these aims were met. People were able to take part in a healthy outdoor activity (when the rain stopped). Group leaders were involved in the planning of the project and participants had opportunity to work together and learn from each other. The project did not achieve the aim of supporting lifelong learning as much as had been envisaged although a few family groups did take part and were able to learn together and from each other. The profile raising opportunity for Back on the Map was delivered at the Sunderland International Friendship Festival but unfortunately the festival was cancelled on the second day and therefore numbers of visitors were considerably lower than expected.

3.2 Realising the Outcomes

At the outset the following outcomes and outputs were predicted.

Target outcomes

- People from different sections of the community have a chance to work together
- People develop self-esteem, confidence in themselves and respect for others
- People develop visual awareness and design skills
- People develop awareness of environmental issues - recycling and wind power
- People feel free to experiment, to identify problems and invent solutions

Target outputs

- Wide range of community made unique artworks exhibit at festivals / events
- Community hand-painted Back on the Map logo kite (1.5 metres)

The outcomes were largely realised in that people developed designs, worked together felt confident, thought about recycling, and had a chance to experiment. Although there was some opportunity for people from different sections of the community to work together, several sectors of the community didn't choose to take part.

The target outputs were also realised with many of the hand made kites being seen at the Kite festival and at the Back on the Map festival. The Back on the Map kite was damaged in flight but learning how to fix the kite will be another learning outcome for the project.

3.3 Back on the Map Kite Programme - benefits

- Participants enjoyed the project, had fun and learnt new skills.
- Participants had a chance to meet new people.
- People had the chance to share skills, to share memories, to achieve something they never thought possible.
- People saw their work in a public exhibition.
- The kite artists and assistants who led the work were given a challenge and were able to develop their skills further.
- Groups appreciated and were challenged by the recycling theme.
- People from BOTM had a chance to extend their skills leading the kite activity at the BOTM festival.

4 Conclusions - the way forward

The **Back on the Map Kite Programme** provided a great opportunity for community involvement, artistic development and raising public awareness about kites as an accessible activity. Proposals for the future have been identified as follows:

- Kite making could be further developed in the BOTM area with schools and community groups using traditional and modern kite making materials and methods. Kite-making doesn't currently appear on the curriculum, however, it could be developed educationally as an introduction to creative learning and links can be made into science, maths, geography and history.
- Kite-making could be offered as an extended schools opportunity.
- Training could be provided much earlier in the year for teachers and youth leaders who could then develop work to show in a future festival.
- New groups could be contacted such as older people and the Bangladeshi community and there could be opportunity to make links with events like the Sunderland Mela.
- The recycling theme was very successful and could be further developed through projects with schools and community groups, working with young and old alike.
- Refugees in the area who may have experience of kite making in their own countries, could be encouraged to share their knowledge with local people. Further contact could be made with Refugee Services in the area to explore the possibility of a partnership project.

Credits

Photographs

All photos were taken by Infinite Arts (Pauline Taylor and Frances Anderson) with the exception of the bottom two photos on p5 which were provided by Sunderland City Council.

Project Management

Pauline Taylor

Funded by

Back On The Map

With support from Infinite Arts and Sunderland City Council

Infinite Arts team

Frances Anderson, Pauline Taylor, Gill Laverick, Joy Sanders.

Community Representatives

Lesley Cook – Back on the Map

Kris Heskett – Hudson Road School

Rob Brannigan – City of Sunderland College

For further information about this project please contact:

Infinite Arts
2A North Sands Business Centre
Liberty Way
Sunderland
SR6 0QA
Tel 0191 564 0833
info@infinitearts.co.uk
www.infinitearts.co.uk

Lesley Cook
Health Development Officer
Back on The Map Ltd
Unit 35 Stanfield Business Centre
Sunderland, Tyne & Wear. SR2 8SZ
Tel: 0191 5666 928
Fax: 0191 514 5941
Email: lcook@backonthemap.org
www.backonthemap.org

*Back on The Map is funded by **New Deal for Communities***