

## PROPOSAL FOR CAPITAL EXPENDITURE TO DELIVER THE CREATIVE AND MEDIA DIPLOMA

Capital Proposal for: Creative and Media Diploma
School(s) Partners involved: Churchmead School, Cox Green School, Jam Productions, Windsor Boys' School
Capital Sum requested (approx): £1.5m

### 1 Description of the project

The aim of the partnership that will deliver the Creative and Media Diploma from September 2010 is to offer young people, and members of the wider community, the opportunity to be successful in the Creative and Media area. This will raise their self-esteem and enhance their employment prospects through the acquisition of knowledge, transferable skills and higher levels of qualifications. The partnership is strengthened by the inclusion of a commercial organisation (Jam Theatre) with a proven educational commitment and highly relevant training record in the Creative and Media industry.

The project aims to enhance a core level of facilities at each of three sites to deliver the most popular areas of the Diploma. Each school site will have a **Performance Capture Space and Media IT facility**, which will comprise a multi-purpose dance studio including curtains, mirrors and media editing facilities. The costs are different at each site depending on existing facilities and other projects which can be linked.

- 1) **Churchmead:** refurbishment/extension of drama studio (400K); media IT equipment (100k)
- 2) **Cox Green:** links with existing leisure centre development - finance to equip building shell, upper floor (140k); media IT equipment (100k)
- 3) **Windsor Boys:** contribution towards media centre to be built adjacent to the planned new food technology development. The government has allocated £300k to Windsor Boys for the provision of a Food Technology room as they currently do not have one and this subject is now compulsory for key stage 3 pupils (170k); media IT equipment (100k)

In addition, the following flexible provision is proposed:

**A Scene Dock:** an off-site centre for 3D production (£100k). This includes set design and storage. This facility could generate income and has the potential for a partnership with Bray Studios or the Skills Centre in Windsor.

**A mobile film/radio recording facility** (250k). This facility could also generate income and crucially will be available for use throughout the Borough.

#### **The mobile facility: The OB (Outside Broadcasting) Van**

Rather than buying or hiring more minibuses and moving the learners around, the proposal is to move the specialist equipment around to them. This has the benefit of saving student transport costs and time but also reflects the changing approach of the industry. Small and portable is now beautiful, or at least cost effective for professional producers.

**The OB Van** will be a new vehicle that is fitted with acoustic panelling, furniture and TV equipment. All new facilities at schools will be fitted with suitable cabling to allow the OB van to plug straight in and capture from the physical rooms.

It is felt by industry advisers that if we pitch the development of such a facility correctly that it would be attractive to **small scale companies to hire**. However, we should not forget the impact such a facility could have on our local communities and the borough itself.

Broadcasting is becoming more and more popular on the internet and is a wonderful opportunity for borough events to be captured by Creative and Media students and then broadcasted on our on Internet TV Channel.

### **Income Generation**

The Jam Theatre Co is leading the development of C& M with the three Schools. JAM has strong industry connections and believes it is possible that the OB Van could attract a local sponsor. It would generate income from small/ medium sized businesses who could not afford similar facilities. In a similar way JAM has previously created a successful professional standard studio in an FE setting and these facilities are now hired out.

**Income** accrued would benefit the Creative and Media Partnership and be used for the maintenance and depreciation of the OB Van. The Partnership has agreed governance between the three schools and JAM theatre. Each school will have two members on the Steering Group – including the Heads and there are two representatives from JAM including the Creative and Media Diploma Lead. An agreed School will hold the finance on behalf of the Partnership.

### **Other option(s)**

To build a permanent studio on one of the three School sites. The School sites do not have the capacity for such a development. However the Skills Centre is a possibility – but depends upon the site being owned/purchased and not leased. It would not be practical to make such an investment in a leased building. A permanent site, whilst an asset, lacks the flexibility of using the OB van at different sites and events throughout the Borough and at evenings and weekends.

**Renting an OB Van** would not be cost effective. Such vehicles are in short supply and rental would not be feasible for the sum allocated. Given the use envisaged, a budget of £250k would be used within one year.

**Contingency** (£50k) to cover materials, publicity, marketing, administration, staff training and development, release of staff from schools and the support of the Creative and Media Director.

## 2. Benefits for pupils and the wider community

There are a number of benefits for young people and the community arising out of this proposal. In essence, young people within RBWM will have the opportunity to access the Diploma qualification at levels 1,2 and 3, so that their experience of education 14+ will be both challenging and rewarding. Experience in other areas shows this to be a popular curriculum area. It is expected that this will be a popular choice both pre and post compulsory education. The intention is to utilise the facilities so that outside of traditional school hours, training will be available. In terms of the schools involved, the enhanced opportunities for young people are significant while the development of additional facilities will be of benefit to members of the school and their local community, for example through the dual use partnership at Cox Green.

The geographic distribution of facilities means that they are relatively accessible to young people at all the secondary schools in RBWM. The partnership builds on existing links through the Creative Partnership project work and builds on the existing expertise of the two Specialist Arts Colleges. The use of the Skills Centre further develops the central role of this

facility in local educational provision and reinforces the corporate nature of training within the local educational community.

The Diploma will not replace existing popular performing arts provision. This will be an additional qualification that requires new facilities, particularly because of the new types of learning and industry links associated with the Diploma.

Equality of access is a strong feature of the proposal, as is a broad geographical spread. The three schools are developing facilities that students throughout the Borough will access. In addition, schools outside the Borough may choose to meet their obligation to give their students access to this Diploma by participating in the Borough offer. One Buckinghamshire school has already expressed an interest.

Level 3 provision will develop in the second year and additional students will access this provision, particularly as post 16 numbers in education/training increase.

**Industry links** are a key feature of this proposal and are key to the planning of these facilities. JAM is established and recognised in the Creative and Media industry. They have professional music studios which are hired by professional companies. JAM has sister companies (Marmalade Music, Spark Ed, Apple RTC) and there are established contacts and working relationships with Sitting Duck Productions, Mercury and Sony.

The East Berkshire Education Business partnership have 254 creative and media employers with whom they regularly work including Asian Star and Hart FM Radio, Pinewood Studios, West Wing Arts Centre and Computer Associates.

Cox Green and The Windsor Boys' School have established partnerships with local theatres- Norden Farm and Windsor Arts Centre.