TONY DUGGAN

HEAD OF CULTURE AND NEIGHBOURHOODS

SOUTH TYNESIDE COUNCIL

South Tyneside Council

PREVENTION AND HEALTH PROMOTION + CULTURE = LONGER LIFE

South Tyneside Council

SOLUTION - KNITTING

South Tyneside Council

SHIPBUILDING

South Tyneside Council

PARKS

ACTIVITIES

South Tyneside Council

SPORT

South Tyneside Council

LIBRARIES

South Tyneside Council

SMALL INVESTMENT CULTURE

- Improved Physical Wellbeing
- High degree of Resourcefulness Individuals
- Resource/Volunteering
- Reduced cost terms of Care

Back to Knitting .....

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Opening Cultural Doors targeted:

- Looked After Children
- BME Groups
- Elderly

‘Engagement Groups and Individuals isolated or who have difficulties in accessing Cultural Services’

Fourteen Projects

COAT FOR A BOAT (CASTING OFF)

Two Providers:

- **Customs House**
- **North East Maritime Trust**

South Tyneside Council

AIM:

To engage a section of the community (previously unpenetrated) in an exciting, creative, stimulating and sustainable cultural project.

TARGET GROUP: Socially isolated older people

CONTACT:

Age UK
Community Partnerships
Sight Services
Churches Action

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Leadership

- Arts Officer working with Artist
- Project reached 86,000 people
  events locally, regionally and natior

Outcomes (Participants)

- Increased sense of place, pride and preservation of local heritage
- Improvements overall wellbeing
- Health improvement eg reduced alcohol consumption, prevention of arthritis
- Development of confidence, self-esteem and social skills

Outcomes for Services

•Increased Membership of NEMT (75) 14 regular volunteers
•Referrals AGE UK and organised visits those over 75 to NEMT
• Development of workshops, exhibitions
• Raised profile Customs House NEMT

Project Development

• NEMT Workshops – Poetry writing, songs about boat
• Knitted Ship – To journey around the world

Impacts Wider Community

- Cardiff knitted pebbles
- Boat toured nationally
- NEMT now part of OCD Walking Network
- Intergenerational work
- No. of new businesses
- Developed traditional skills
- Strong international links for wider community

The impact of Culture on older people is considerable:

Same true of other projects:

- **Memory Bank – Libraries**
- **COAST**
- **Older Peoples' Festival**

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Opportunity

- Personalised Budgets
- Day Care Provision
- Commissioned by GPs

DISCUSSION

Contact tony.duggan@southtyneside.gov.uk

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