

# Publicising your residency

**This worksheet will help you to think about and plan how you could publicise your residency to wider audiences.**

*Plan ahead* – consider how you will showcase your residency at an early stage and allocate some budget for this purpose.

**Be clear about what you have to report on to funders, but be creative when it comes to showcasing your residency and don't be afraid to provide additional material.**

*Who you want to showcase to* – the local community or a wider arts or community audience?

Enquire whether local media outlets prefer to send reporters, have a press release, do an interview, etc?

**Share information on the websites and social media the community uses.**

**Talk to participants, sponsors, partners and funders. Can they suggest where you might showcase your residency?**

**Think about showcasing locally through an exhibition, presentation, talk, or other public event.**

**Try and regularly capture information and updates.**

**Make content interesting and visual with photographs, artwork or film.**

**Who will provide the material? Could the participants in your residency be involved in showcasing the work?**

## Think about...

...**how ambitious you want to be.** Often, a residency provides a lot of creative and visual material that can make an excellent publication. Do you want to create a magazine, journal or book? If you do, it is wise to set aside a budget and plan for this from the beginning of your project.

## Help & advice

Contacts in the local media (including newspapers, magazines, radio and community websites) can help showcase your residency to a wider local audience

## Tools & resources

A blog can be a really good way of capturing and sharing information about your residency. A blog can include written material, photographs, sound and/or video recordings, and a forum for people to post comments if you wish.

**You can find free resources online to help you set up a blog.**

## Case study:

The Cultural Value blog by Staffordshire University is a good example of a Community Arts Project Blog:

**[blogs.staffs.ac.uk/culturalvalue/](https://blogs.staffs.ac.uk/culturalvalue/)**

## Top tip

Involve the local community and participants showcasing your work as much as you can. This will help share the work, but also it will reflect well on you if local people take the time and effort to commend you on your work.

# Ways to celebrate

**Think about...**

...the content of the celebration and how it will showcase your residency. The entertainment for the celebration should reflect your project, the people involved, and what has been achieved. This could include a play, an exhibition, a film, a parade, or hosting a party where people can talk about their achievements.

**This worksheet will help you plan activities and events to celebrate the project's achievements.**

Think about how you might plan a celebratory event in advance and allocate some budget to it.

Plan ahead.

**Will you be celebrating achieving a civic engagement outcome or just the completion of the project?**

But also ensure people have a choice about whether they want to engage with the media – try not to make assumptions that they will.

**Decorate a venue, have entertainment, involve the community in the planning and most importantly provide food!**

**Invite the press and have a photo-call.** .....

**Publicise the event throughout the community – and if possible invite people in person.**

**Invite too many people – some will inevitably not arrive.**

**Record the event with using a format which will be useful after the residency.** .....

(e.g. film, illustrations)

**Top tip**

Document the celebration. Photos, blogs, films, sound recordings, drawings or paintings can all help capture the moment and provide material that can help you illustrate what your residency achieved in the future.

**Help & advice**

Local community leaders (like health professionals, community activists, social workers, teachers and faith leaders) can help you gain access to local resources.

A useful resource for reflective questioning can be found here. It is for arts and health work but can easily be used in community settings. Go on – ask yourself a question!

[www.westmidlandsartshealthandwellbeing.org.uk/newbereflective/](http://www.westmidlandsartshealthandwellbeing.org.uk/newbereflective/)

# Choosing an effective reflection tool

**This worksheet describes some tools for reflection and questions to help you decide which one to use.**

## Top tips

**Don't just describe – explore and explain what happened.**

Be honest – it's ok to admit to making mistakes and this can help show what you have learned.

Be selective – you don't have to write about everything that happened, just key events or ideas.

Look to the future – reflect on what happened in the past and how it will have an impact on future ideas or activities.

## Think about...

... how to structure your writing when you write reflectively using the three Ws:

### What? (description)

What happened?  
Who was involved?

### So what? (interpretation)

What is most important/interesting/relevant/useful aspect?  
How can it be explained?  
How is it similar to/different from others?

### What next? (outcome)

What have I learned?  
How can it be applied in the future?

## Common tools for reflection are:

Written forms like a diary, notebook or learning journal.

Lists, tables, diagrams, and mind maps.

Photo journals, written stories, songs, poetry, sketches, paintings or other artistic work.

Voice, music or video recordings.

## There are some tools that work well for group reflection:

Verbal reflection, including guided focus groups or informal discussions.

Arts activities that are created or shared by a group, for example a reflective exhibition or piece of drama.

## Choose the right tools by considering:

Who do you want to include in the reflection?

How do you want to involve them?

What is their learning style?

Which reflection tools best capture the outputs of the project?

Which reflection tools will help me look at things from a different angle?

Which reflection tools will best explain what has happened?

What is the learning that will be gained?

# It's finished: what happens now?

**This worksheet provides some questions to help you plan what the next steps at the end of the residency.**

**Start with the original project plan and vision:**

What was the original vision for the residency?

What has been achieved?

What is still left to do?

How can this be achieved?

**Next consider the learning and experiences gathered during the residency:**

What have you, and the community, learned from the residency?

Have there been any unexpected or surprising outcomes?

How does this influence what you want to achieve next?

What does the community want?

**Review practical issues:**

What skills have been developed?

What tools, resources and partnerships do we now have to build on?

How might a further project or follow-on activity be funded and managed?

**Top tip**

**Hold consultation events half way through your residency**

to think about next steps. This could include a meeting with the community to talk about what has been achieved so far and their thoughts on what should happen next. The project steering group could discuss and plan next steps.

**Help & advice**

Talk to the funders of your residency about your ideas for further activities and say thank you.

**Think about...**

... what your residency has achieved so far, and how a further project or follow-on activity might build upon this. Often, people want to maintain a project they are enjoying. However, it is important to think about how the project can evolve to achieve different outcomes or engage with different people.