

### **Statement**

Bring together people who do not normally mix from different parts of Oldham to collaborate with a common aim and to give people a shared sense of belonging and common identity.

### **Points made;**

- Notoriously ambitious
- Incredibly important for Oldham to continue to prioritise work that has this objective at its core
- Needs very focused and dedicated partnership work
- There is no other specific organisation in Oldham trying to achieve this as their core work but that 'offer' needs refining
- The amount of organisations involved offers opportunity for new partnerships amongst themselves
- What are the success criteria?

### **Statement**

Provide new public cultural happenings to animate Oldham, celebrate the diversity in Oldham and help promote pride in the town.

### **Points made;**

- Deliver the right projects and then there is no need to FOCUS on diversity but and it will happen
- Diversity can be quite a challenging word and puts attention on the difference
- Choose four main events in Oldham, which Festival of Diversity supports and enhances
- Why re-invent the wheel, use a platform that already exists and that people are already comfortable with e.g. Festival Oldham
- Bring Mela and Carnival together to work in harmony but keep their individual identities
- Support an annual calendar of activity
- The larger events (Mela, Pride, Saddleworth Folk Festival) don't need input they stand alone happily (N.B. Pride organisers state they require more support but couldn't define the support they wanted)
- Build and promote a clear framework for a weekend festival, including for example a music stage / a dance tent and other structure - which community groups can develop material for.

### **Statement**

Provide more opportunities for high quality arts participation, with the aim of people having a more positive attitude towards people from other social and cultural backgrounds.

### **Points made;**

- Produce 'product' for the existing large scale events in the borough centre – i.e. Oldham as a whole to create fewer events but put in more resource and make them unique to Oldham or
- The Festival of Diversity to produce its own themed event over the first May bank holiday weekend with professional infrastructure
- Needs to engage in new partnerships who jointly own the intended outcomes
- Should the Festival of Diversity become a small grant giving body?
- Food frequently came up as a theme / mechanism.

**Statement**

People have a more positive attitude towards people from other social and cultural backgrounds

**Points made;**

- A very difficult outcome to measure
- The volunteer programme this year did well at monitoring this outcome
- Festival of Diversity creates opportunities for communities to come together – IF IT'S DONE WELL
- Opportunities for communities of Oldham to acknowledge their differences
- Bring Saddleworth activities to Oldham and Oldham activities to Saddleworth.

**Statement**

People are more confident and able to actively engage in and organise community-based arts activity

**Points made;**

- Better partnership mechanisms, currently opportunities are missed
- A named person in each partnership
- Have 'branded week' cf. Christian Aid Week where anyone can do anything towards a collective whole
- Arts participation training for local people
- Work with existing community groups such as Scouts.

**Statement**

People have a more positive attitude towards Oldham.

**Points made;**

- Central message – making people happy about Oldham and themselves – then as a result this will tackle community cohesion
- Improve perceptions of Oldham internally and externally
- Showcase and celebrate the ordinary / everyday activities that community groups do each week.

**Comments specifically about the current Festival of Diversity structure**

- It offers a positive image for Oldham
- More support needed to festival staff
- Staff require stronger structure with fewer, high quality ongoing working partnerships whereby project design is more focused on outcomes
- Get charitable status and a board
- Change the name
- It goes on too long and is unfocussed, the events in the brochure bare little relationship to a 'festival'
- Brochure generally unpopular in its current format
- Current partnership / steering group structure does not work – it is not mutually beneficial.