

# SUPPORTING CULTURE AT SCOTSWOOD

## Keepmoat Homes case studies



The 'Make Your Mark' Cultural Programme, an integral part of the Scotswood Regeneration Programme, uses culture to achieve the regeneration aims of the scheme including by increasing the desirability of the area. The ambitions of the Programme included:

- ▶ Encouraging active participation by the local community in the redevelopment and regeneration process through culturally based activities.
- ▶ Engaging a range of professionals to help develop and deliver the Programme.
- ▶ Using culture and heritage to integrate existing and new communities in Scotswood.
- ▶ Deliver a programme of development & celebration.

Keepmoat has driven forward this initiative, focusing on the following themes:

- ▶ Engage existing communities and attracting new people to the neighbourhood through new housing development.
- ▶ Supporting physical regeneration in the locality.
- ▶ Making the most of current cultural activities and building on them, as well as developing new activities, all of which aim to create a lasting legacy for future communities.

At the time of writing there were 132 applications for 'Make Your Mark' funding, totalling some £2,573,175 of funding requests, with 68 of these applications being successful (52%). Each of these successful projects secured on average £13,000 of funding. Approximately 50% of these projects enjoyed a one-year life span, with a further 30% having a lifespan of several years. Only 20% of the projects had a duration of 6 months or less.

With match funding included, the programme delivered an estimated value of £1,573,356 of activities.