

# New relations, new partnerships



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We embarked upon the project with the desire of attracting new users, who had not visited the cultural institutions before. We also wished to collaborate with the users and hear what wishes they had for future cultural activities and events.

Ballerup's CiA group consisted of: representatives from Hede-Magleparken and their 'Hedegaven' residents' project; Ballerup Library; Musikteatret Baltoppen LIVE; the 'Vognporten' Youth Culture Centre; the 'Tapeten' Volunteer Centre; and Ballerup Municipality's Centre for Town, Culture and Commerce.

## Objectives

The Hede-Magleparken housing estate and four cultural institutions took part in the Culture in Action (CiA) project, which was a cultural development initiative under the auspices of the Regional Cultural Agreement, KulturMetropolØresund (Find out more here [www.kulturmetropol.dk](http://www.kulturmetropol.dk)). The project was a unique interdisciplinary collaboration between 22 cultural institutions and social housing initiatives. Together with the target group of children, young people and their families in selected social housing areas, the project evolved new provisions for an audience, in whose lives cultural institutions do not normally figure. By means of a variety of activities, residents got involved in creative/artistic, social and knowledge-generating relationships with the neighbourhood, one another and the institutions. A total of six municipalities contributed and took part: Copenhagen, Furesø, Herlev, Ballerup, Ishøj and Frederiksberg.

### General objectives

Overall, the CiA project set out to:

- Launch fascinating, co-creative processes and initiatives to develop relevant experiences of art and culture both for young residents in the selected social housing areas and for other citizens.
- Base the form and content of the project directly on the preconditions and needs of the residents, and their stories about themselves and their environment.
- Develop social, cultural and organisational experiences and perspectives, which enhance the relationship between cultural institutions and the residents.
- Create practical learning communities across disciplines, institutions and municipalities, which contribute to new knowledge about how to organise and lead outreach work with the greatest possible mutual benefit for users and institutions.

## Target audiences

### Local audience

New users from among Hede-Magleparken's children, young people and their families.

### Regional audience

New users: not only from among Hede-Magleparken's residents, but also from the local Hedegård School and the local child care centres in Hede-Magleparken.

200 residents took part in the opening event in 2013; while the recent concert in Haraldsminde was attended by 1,000 residents.

### Artists

The main participants in the three concerts that we organised were Danish singers and bands who cater for young people. For example, in 2015, participants included Cisilia, Hampenberg and Yepha, but also several well-known local singers and bands.

### Funders

Ballerup Municipality's Culture and Leisure Department contributed: DKK 75,000 in 2013; DKK 35,000 in

2014; and DKK 63,000 in 2015. In addition, the local *Valborg Hansen Memorial Fund* provided a grant of DKK 25,000 for a breakdance workshop in 2013.

Finally, both the residents' project and the cultural institutions contributed significant resources, particularly in terms of manpower, but also in terms of equipment and co-funding.

## Partners

CiA Ballerup worked together with the following partners:

- The Youth Councils of Hede-Magleparken and Ballerup, who helped with the choice of singers and bands for the three concerts and provided practical help setting up and taking down the stage etc. for the three concerts that were organised
- Local volunteers who set up stalls with food and cakes, and took photographs etc. at the events
- Hedegård School who made the hall available for concerts and the lawn for an outdoor contemporary circus performance
- Institutions in Hede-Magleparken who made available premises for modern music events and lent equipment for concerts
- The 'Tapeten' Volunteer Centre who made venues available for the breakdance workshop and theatre performance
- The Ballerup Municipal Music School who gave modern music lessons to young children

## Process

Culture in Action Ballerup started with representatives from the cultural institutions, Ballerup Library and Musikteatret Baltoppen LIVE. In 2013, representatives from the 'Tapeten' Volunteer Centre and the Vognporten Youth Culture Centre also joined in, asking "if they couldn't take part in the project as well." They were asked if they could help and lend equipment.

The group worked extremely well together.

This led to many contacts across organisations and lots of new partnerships: not only as part of CiA, but also in the context of other events.

It was a distinct advantage to have contact with the Hede-Magleparken residents' project. The project started in 2008 and the Residents' Counsellor has many contacts among the residents: for example, one resident who always turned up with a cake stall and another resident who took part as a volunteer in all the CiA events, taking loads of photographs, which could then be used to document the events.

The Residents' Counsellor also has lots of experience organising events for the residents. It was also a great help that the young residents in a local 'pocket-money project' distributed invitations for the events to all the residents.

There were three concerts in Hede-Magleparken: two out in the Haraldsminde district, which is part of Harrestrup Ådal, a large area of recreational countryside on the border of Hede-Magleparken; and an indoor concert, when the weather prevented us from being outdoors.

The concerts resulted from a collaboration between the Youth Councils of Hede-Magleparken and Ballerup, which are based in the Youth Culture Centre. The collaboration comprised not only suggestions for what





artists should perform, but also practical help with the execution of the concerts. 8-10 singers or bands, both locally and nationally well known, performed in each of the concerts.

The CiA group would like to continue organising an annual concert with the same concept as the three concerts that have already taken place. Therefore we have applied to Ballerup Municipality's Culture and Leisure Department for an annual grant for the concerts. We have not yet received a response to our application.

## Challenges

It was difficult to find funding, and we did not succeed in getting external foundations to provide extra grants for the whole project. It should be noted, however, that in 2013, 2014 and 2015, CiA Ballerup received support from the Culture and Leisure Department, the Growth Fund and the Valborg Hansen Memorial Fund.

The lack of money for activities limited the amount of activities. CiA Ballerup had countless ideas for activities, but the money was not available to realise them.

We did not succeed in producing events together with residents, apart from the planning and execution, which the Youth Councils contributed in connection with the three Haraldsminde concerts.

Networking with the other municipality groups was also difficult, because they are all very different and all working at very different levels.

The project has not been evaluated.

## Outcomes

2013:

Opening of CiA Ballerup – Clowning and rap in the hall of Hedegård School

Stand at Hede-Magleparken Market Day

Handing over the Experience Baton – 20 residents invited to the Royal Theatre's production of *Robin Hood* in Ulvedalene

Summer-holiday activities - 1 week of breakdancing at the local Tapeten Volunteer Centre for 13-18 year olds

Haraldsminde concert - open-air concert with TopGunn and Jimilian. The concert was presented in a large green area adjacent to Hede-Magleparken

Experience relay – modern dance performance, *Music from Movement* in Baltoppen LIVE – all participants in the CiA project were invited

Four modern music events for small children in the local children's day care centre in Hede-Magleparken.

2014:

Four modern music events for small children in the local children's day care centre in Hede-Magleparken.

Stand at Hede-Magleparken Market Day

Haraldsminde concert - concert with pharfar and Kaka. The concert was presented in the hall of Hedegård School

Miss Dolly Fransk Nycirkus – two performances on the lawn in front of the local Hedegård School

2015:

Handing over the Experience Baton – dinner and museum visit in Pederstrup and a modern dance performance, *Broken* by Motionhouse (UK) in Baltoppen LIVE – all participants in the CiA project were invited

Stand at Hede-Magleparken Market Day

Haraldsminde concert - open-air concert with Cisilia and Hampenberg and Yepha. The concert was presented in a large green area adjacent to Hede-Magleparken

Hede-Magleparken Challenge – a competition to shoot selfies and upload them on social media  
*I Hear Voices* - the Royal Theatre production created and performed by Zaki Youssef at the local Tapeten Volunteer Centre

## Key points

1. More contact with residents, particularly by way of the social housing project, which is solidly rooted with many contacts among the residents of Hede-Magleparken.
2. Greater awareness of events and activities, and of whether they are relevant for the residents, who do not use the provisions of the cultural institutions.
3. Greater exchange and coordination among the cultural institutions. There was an increase of creativity and innovation and more focus on dissemination and audience development than in the past. There was also more collaboration across organisational boundaries.

As an illustration of this, the following collaborations have either been initiated or planned:

- a. Collaboration between the Library, Vognporten and the social housing project about inspiring residents to shoot selfies and write raps, which can then be uploaded on a website.
- b. Also a collaboration between Baltoppen LIVE and the social housing project aimed at offering locals reduced-price tickets for the theatre's performances. This collaboration is expected to continue after the end of CiA.
- c. Plans to work together with other residential areas: for example, Grantofte, Vængerne and Eskebjerggård. A collaboration, in which locals are offered reduced-price tickets as in Hede-Magleparken.
- d. The Library has devised a 10-week reading guide in Hede-Magleparken. The reading guide caters for adults of non-Danish origin who would like to improve their Danish.



## Contact and links

<http://kulturmetropol.dk/artikel/kulturoplevelser-p%C3%A5-tv%C3%A6rs#.Vlx5aiR7w7w>

<http://kulturmetropol.dk/artikel/ballerup-satte-kulturen-i-spil#.Vlx5iCR7w7x>

<http://kulturmetropol.dk/artikel/unger%C3%A5d-s%C3%A6ttes-i-spil-i-ballerup-0#.Vlx5uiR7w7x>

<http://kulturmetropol.dk/artikel/det-rykker-n%C3%A5r-kultur-institutionerne-rykker-ud#.Vlx57yR7w7x>

<http://kulturmetropol.dk/artikel/sidegevinsterne-er-den-st%C3%B8rste-effekt#.Vlx6BSR7w7x>

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