

## **Swale Media Arts Centre Funding Application continued:**

In addition to working with professionals and businesses, we are passionate about creating activities and events to engage all parts of the local community, including children and young people, mothers and babies, single parents and the elderly. We also want to support minority communities such as those from low income families, hearing and vision impaired, BAME and LGBTQ+.

SMAC will be set up as a Community Interest Company to run as a not-for-profit organisation.

We want to cater for **all** members of society in Swale who want to feel engaged and included in the local community via artistic creation and expression.

In bringing this type of community business to 34 High Street in Sittingbourne, we would be supporting Swale Borough Council's priority to progress the redevelopment of Sittingbourne's town centre. 34 High Street is a beautiful, historic building in the heart of Sittingbourne, which has a history of hosting arts organisations. 34 High Street will act as a hub for media and arts in Swale, providing opportunities for collaborative and creative workspaces for local professionals and the wider community.

34 High Street will also provide a space for exhibition. SMAC will celebrate the work of creatives across many art forms, including those working now and those who have created iconic work in the past with a connection to Swale.

The building will also feature a Media Library, containing material and exhibition pieces spanning over 100 years of the television and film industry. It will also be the Kent base for the British Entertainment History Project, initially set up by the Broadcasting Entertainment Communications and Theatre Union (BECTU - the union for creative ambition) and supported by the British Film Institute (BFI).

### **Summary of Aims:**

SMAC aims to:

- be the local hub for media and arts professionals, with opportunities for them to work in a physical, as well as opportunities for collaborations and project working.

- provide a space to display media exhibitions, including historic film equipment, local creatives' work, celebrating the individuals in media and arts with a Swale connection.
- work with the local community to provide inclusive workshops and activities for groups including children and young people, mothers and babies, the elderly, LGBTQ+ and BAME communities.
- provide media equipment such as cameras, lighting, green screen, sound recording facilities, studio space and editing systems for creative exploration, learning and development.

However, we cannot do any of this without the support from volunteers, partners, sponsors and outside funding. Any contributions or support will be gratefully received.