

THE BOOZE BUZZ ARTISTS REPORT

A CREATIVE DEBATE ABOUT ALCOHOL

for Lime and the Greater Manchester Arts and Health Network

Devised and managed by

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Working in partnership with the four Greater Manchester Districts of: Bolton, Oldham, Stockport and Manchester.

With funding from the Association of Greater Manchester Primary Care Trusts.

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Artist Executive summary

The short timescale of 3 months focused the events and provided opportunities to be responsive to a wide spectrum of participants from teenage single mums from an estate in Oldham, to a Professional Women's group in Manchester as well as engaging a cross section and diversity of people at the open events such as the Feast in the Park in Manchester and the Literature Festival in the shopping arcade in Stockport. There was considerable background support from the project partners and Greater Manchester Arts and Health Network co-ordinator throughout the project which helped with communication and co-ordination.

District Arts officers, who were also members of the Arts in Health network, found groups and venues that were appropriate for their districts and that would meet theirs and Greater Manchester agendas. The remit was to engage at least 200 people across the four districts and this and more was achieved.

A very focused and intensive approach was employed during the lead in time and delivery of the project. A high level of communication and commitment ensured the successful delivery of the events through an established network of experienced artists the lead artists drew together in advance. The most productive engagements were when the timing of this project coincided with the development of other alcohol activities or strategies.

The performance proved to be effective both as a stimulant for debate and also as a way of raising awareness of the issues. There was a lot of interest in using the theatre piece as a brief intervention in education and awareness raising.

Feedback comments from the theatre piece by audiences included.

“that really says it all, it makes you think about the issues”

“There's something in that for everyone”

“that would be a good short intervention for a lot of the groups we work with”

“better than just filling in a questionnaire that you'll forget about tomorrow”

Many people appeared to be interested in discussing the issues around alcohol use and drinking culture as it was within everyone's experience. Generally, people were concerned with the same issues around alcohol consumption and were happy to talk about this, no matter what background they were from or what age they were. A lot of people noted that the “British drink to get drunk” and that there needs to be a cultural shift. People also highlighted, celebrity culture,

glamorisation in the media, parents and peer pressure influence on young people and the cheapness and availability of alcohol as well as the high impact of marketing by the drinks industry.

The feedback from the postcards and the sessions and discussion highlighted key suggestions for a more safe, social and sensible drinking culture.

“encourage a more European culture, where alcohol is not the main focus, but is drunk with food or alternated with water, coffee and non alcoholic drinks”

“stop the bargains and two for the price of one offers in shops and supermarkets”

“have more non alcohol related ways of socialising, more sport etc”

“ban the advertising of alcohol as cool and sophisticated as they did with smoking”

In conclusion, the Booze buzz project was successful in and engaging with over 400 people across Greater Manchester raising awareness and creating debate and reflection on drinking alcohol. A body of creative work, including a small radio broadcast, visual imagery and creative writing and a theatre piece around the theme, as well as a high quality photographic archive and a 7 minute video has been created. These resources can be used for further debate, for exhibition, for conference presentations and for loan to GP surgeries and health settings. There is potential to continue to develop elements of the project at district and Greater Manchester levels (see The Booze Buzz Health Report recommendations) and there was also a lot of interest in using the theatre piece as a brief intervention in education and awareness raising.

The Project overview

Commission Title : Greater Manchester Alcohol Project

Role : Lead artists

To lead an experimental project to creatively engage people in the community, in a discussion concerning social attitudes, personal responses and lifestyle choices about alcohol and the marketing of alcohol.

Key tasks :

- Determine and agree with partners the content and shape of the project
- To research the issue and the potential for engaging the identified communities
- To deliver a creative, stimulating and engaging arts project
- To target professional women who regularly drink at home
- To raise a debate and achieve a positive media presence in relation to women and alcohol, specifically input into the Manchester Evening News public health partnership and related press supplement.
- To achieve a lasting legacy through which the debate on alcohol continues

Expected project outcomes:

- A participatory creative arts project delivered in 4 Greater Manchester boroughs.
- Involvement of at least 200 participants over a 3 month period
- Clear evidence of the engagement of participants
- A physical outcome(s) that records the findings of the project and has future use to the project partners (writing, audio, film, animation, cartoon strip, music, theatre, exhibition, radio etc)

It was agreed that there would be three defined stages to the work

1. Determine and agree with partners the content and shape of the project
2. Deliver a series of engagement sessions/events, working to input into the MEN supplement.
3. Creating a package of lasting outcomes.

Stage one: Determine and agree with partners the content and shape of the project

The contract was for a three month project starting in April. An initial meeting was held at Lime on 2nd April 2008 with all those concerned including the project managers for Lime, The Public Health Association for Greater Manchester, The Arts in health network and The Arts/Culture Officers from Bolton, Oldham, Manchester and Stockport.

Notes from the first meeting

- Agreed overall perspective –
- Challenge the social norms,
- internet, media debate.
- Engage 200 people.
- “What would a good drinking culture look like” “Social community structure to create acceptable alcohol use.”
- Connect with local media and content for “I Love Me” supplement
- Kim Wiltshire, LIME agency connection for Manchester
- To be aware of “our Life” and the “Big Drink Debate” running from March to July.
- Women as the agreed focus but not exclusively.
- Possible links with Arts about Manchester venues.

Following the first meeting face to face discussions were arranged with the four district Arts officers and any other contacts that they felt could be helpful, including the relevant PCT alcohol links. This informed the formulation of a detailed plan of action for the next three months.

During this time the idea of a web site was explored to offer an open forum for people to contribute to the debate and offer further information and links. The website was designed as an extra portal to continue the debate and was not a substitute for face to face creative debate.

A potential programme outline was reached by 15th April 2008 The first meeting with Oldham set the ideas for a tea party and pavement art. Stockport wanted the work slotted into existing events: to integrate creative writing into the Stockport

Literature Festival, the Boozebuzz theatre piece to be performed at the Adult Learners award ceremony, and the Message in a bottle was devised by Neo Heny in response to the proposal to work for a day at the Stockport Human Resources learning at work event. At Bolton it was agreed that the project would offer a workshop to the drama group Dramatically Healthy and facilitate the alcohol strategy group seminar. Manchester events included pavement drawing at a major festival, a Business Women's forum event and an event linked to the Bodyworlds Exhibition at the Museum of Science and Industry.

Planning and preparation.

Ecobee presented a proposal for the web site which although excellent and was well beyond the budget. After discussion with a local web site designer in Spain a social network site was set up customised for the project at a much lower cost.

Because the project was about short interventions with people, post cards were produced to promote the project and capture a record of participants' ideas, engaging more people than otherwise possible in the short time frame of the project.

A list of ten potential questions was circulated amongst the group which included district alcohol leads and three were finally chosen as the most popular and appropriate.

1. What do you believe has the most impact on adult drinking habits and is there a social pressure to drink alcohol?
2. Who or what do you believe has the most impact on young people's drinking habits?
3. What are your top 3 suggestions for a safe, social and more sensible drinking culture?

A designer was commissioned for the post card and web site banner and a web site designer commissioned to customise the social network site.

It was imperative that the events were agreed as early as possible in order that other artists could be commissioned. In the event we were able to secure an outline commitment from four artists.

Extensive research by the lead artists Phil and Nicky provided material for the forum theatre performance and the piece was devised through improvisation. The original performance was very much longer than the final piece as it was decided that a short intervention was more appropriate. i.e. one that could be presented and debated within a minimum of 30 minutes. This was finally scripted to ensure that all the relevant points that were needed to stimulate the debate were included in the piece.

All the artists were given the following brief to inform their input. This was a summary of research reports.

THE BOOZE BUZZ

Key pointers for artists stimulating a debate on Alcohol for Greater Manchester

Some key notes to help formulate community creative debate workshops. Not about finger wagging or preaching, but about stimulating debate and views from participants.

In recent years in Gt. Britain there has been a particularly marked increase in heavy drinking in both men and women. Traditionally the problem has been mainly with men developing problems but the gap has now narrowed in both consumption and problems.

In 2003 a survey for company magazine found that 60% of young women reported drinking most of the recommended sensible drinking limit of 21 units per week in one or two weekend sessions than throughout the week.

In the UK, the evidence suggests that among women there are also higher than average rates of alcohol dependence in:- young women 16-24 years old, lone parents with children, adult women living with one parent, the single, separated and divorced. Students and women and men who live in urban rather than rural areas.

Over the past 20 years there has been a rise of professional women in their 20's and 30's with high disposable income and few family responsibilities. This group tends to drink the most.

Alcohol has become accessible through supermarkets, restaurants and wine bars and pubs have generally ceased to be all-male drinking environments and become more women friendly.

Alcopops and designer drinks and cocktails are readily accessible.

Alcohol advertising is targeted at women portraying alcohol as fashionable, glamorous and used by women who are independent, fun-loving and desirable.

Cultural attitudes favouring drinking and heavy drinking are transmitted by the mass media and receive frequent celebrity endorsement.

Because alcohol is so readily available there is now a marked rise in people consuming alcohol in the home. So called 'free pour' measures and people drinking at least one bottle of wine in an evening, sometimes every evening meaning a consumption throughout the week of between 5 – 9 bottles per week.

Effects on women and men.

Women drinking more than 3 glasses of wine a day have increased risks of breast cancer.

Cirrhosis and hepatitis liver damage

Lower fertility

Alcohol consumption during pregnancy can result in damage to unborn child.

44% of violent crime, the victim reported the assailant as being 'drunk'

32% of domestic violence whilst under the influence of alcohol

52% of men committing rape were under the influence of alcohol at time of the crime

The project is funded by the Greater Manchester Health Authority. The issue is the current social norms around alcohol consumption. This is not about binge drinking, but more about the way that people use alcohol but maybe do not realise the effect it is having on their health, leading to serious long term damage to health.

The project should kick start Debate through creative engagement, so the project is primarily about seeking new artistic ways to put the debate into the public realm and help keep it there in the future. Hence pulling together work towards and exhibition and inclusion of some pieces in the Manchester Evening News health supplement as well as putting pieces on the internet, postcards etc. The creative events or outcomes will use the voice and ideas of participants.

Look at people's relationship with alcohol within the context of the current social norms around drinking. How much insight do individuals have in terms of their contribution to the social norm and the impact on children and young people in the wider community.

Who really knows what a unit is and how many per week is healthy for a man or a woman?

Is being able to buy wine in a small (125ml), medium (175ml) or large glass (250ml) in pubs and bars really about personal choice or is it more to do with marketing and sales?

The following outline of possible creative interventions was then offered to each of the four districts.

“Theboozebuzz” theatre presentation:

A collection of scenarios devised and performed by Nicky Duirs and Phil Burgess who have past experience of creating theatre for training and thematic conference presentations.

10 - 15 minutes of action portraying issues related to the consumption of alcohol and current social norms. This will be presented in such a way as to stimulate audience response and debate.

“Forum Theatre” is a theatre method where the audience are invited and encouraged to comment on the scenarios and actively explore alternative storylines, which can then be inserted into the scenarios and replayed. This enables a presentation of new perspectives on the theme for consideration and further discussion. It is a theatre of debate.

Photography:

Irene Lumley is a photographer with a depth of experience with group facilitation and thematic photography workshops. She has also exhibited her work and had images chosen for articles in the national press.

Irene facilitated photography sessions based around the theme and documented some of the theatre presentations.

Creative writing:

Writing workshops with established writers who have experience of working with debate to produce comments and creative feedback. Gary Parkinson facilitated these sessions.

Pavement art:

Artist Neo Heny work with members of the public in street venues helping them to make pavement drawings and writings with pastels, expressing their views on the issues of social norm around drinking and a healthy drinking culture. Neo also prepared images to display from a previous workshop to stimulate ideas.

“Theboozebuzz” Post cards:

Post cards were printed with a logo and branding for **“Theboozebuzz”** with unfinished statements to be completed by the workshop participant and the general public. The intention is that these can be completed at the time of any of the events and workshop or the theatre presentations, be sent in at a later date or

be used as a reminder of the web site address for posting comments on the “www.theboozebuzz.ning.com” site.

G & T party (take out the G = Tea party:)

A short 15 to 20 minute gathering with free tea, coffee and 'healthy' cakes, including a presentation of “**Theboozebuzz**” followed by feedback and collection of completed postcards.

Some of these sessions were captured with photography and others by reportage drawing.

On the spot drawing reportage:

As a way of creatively capturing the process and producing art works for publication and exhibition Maeve O’Conner sat in on a number of the performances and sessions to make on the spot sketches. A number of works will be selected for publication and/or exhibition and the collection will be a record of the process for future use for the Boozebuzz debate.

Sociodrama

For the presentation of the Bolton draft alcohol strategy Phil Burgess facilitated an action based debate using sociodrama techniques. These methods enabled the participants to debate and view the issues from the perspectives of the social, commercial, and governmental sectors, by standing for and speaking on behalf of those various bodies in a form of role play. This was visually documented and recorded together with comments and feedback captured on postcards.

Stage two: Deliver a series of engagement sessions/events, working to input into the MEN supplement.

Oldham: Anne O'Neill, Arts Manager and Rachel Wood, Arts Development Officer, Oldham MBC

Potential events and groups for engagement.

24th May 12pm to 4pm. Pavement Art during the Oldham Festival

24th May Adult Learners day taster sessions. Short creative arts sessions to introduce possible alternative activities in time created by less drinking. Could be creative writing, mixed media, photography, art.

Saddleworth Womens Institute Forum theatre or photography

Women's Forum Tea party with cakes and Forum theatre

Sure start project "Key to the Door" Forum theatre, creative writing or photography

Actual events

On the 22nd May we made contact with Steve Kirk of the "Key to the Door" project who was able to arrange a session for us at short notice for the 5th June. The photographer was also available for this date.

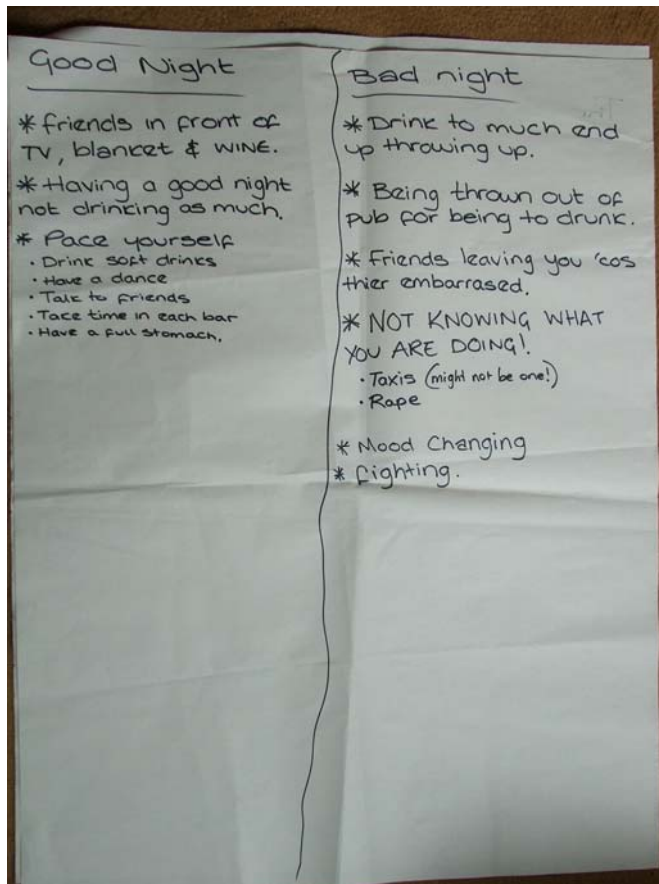
24th. Pavement Art at Oldham Festival

The organisers provided all the necessary facilities including free food and drink which was very welcome. We found the general public a little reticent in engaging with us in the debate but over the afternoon we managed to gather some written feedback and plenty of comments and discussions. One young woman spent most of the time making her own pavement drawing that has been well documented. The art work certainly encouraged people to stop and we were then given the opportunity to engage with them. This involved Phil interviewing, Neo drawing and engaging with the public and Irene documenting and talking with people. This event had a very good ethnic mix.

5th June... Key to the Door project for young mothers. Boozebuzz theatre performance and drama and photography workshop.

6 young single mothers attended with two volunteer workers. After the performance, a lively discussion was held using (but not consuming) a range of alcoholic drinks bought at the supermarket as visual stimulation and obviously marketed to women. The young women had both experience and opinions about drinks marketing, the drinking culture on their estate and chose to create Polaroid

snaps and a short video drama to express both an irresponsible girl's night out and some more social, sensible options for enjoying a night out.



Oldham Key to the door.

Transcripts from conversations

"I think we don't see what's happening within our own bodies when we drink, so people aren't aware that they are damaging themselves, until they start to develop problems'

"I live on one of the estates in Oldham with the highest factors of deprivation. Its got a really bad reputation for crime and everything.....my family all live on the estate and are heavy drinkers, they're always going round and having a party with one relative or another....but, I think you've got to keep busy, you've got to fill your life with other things....., don't get me wrong, we're a really close family and we get on, but I don't want to drink like that. I don't want that stereotype for me or my kids, so I play netball and make sure I do loads of other things with my kids, otherwise they would just fall into that trap. There are people who are bored and don't know what else to do and then their kids copy them.....I do voluntary work and have been working heremy mum, doesn't drink either and she's had to try and help some of her brothers who were alcoholic....."

Bolton: Lorraine Povah Arts officer, Bolton MBC, Phil Ramsell, Bolton PCT alcohol team, and Ellie While of the Octagon Theatre.

Potential events and groups for engagement.

The artists would facilitate the presentation of draft alcohol strategy to a meeting of stakeholders. This would consist of The Boozebuzz theatre piece and Sociodrama exercises to encourage feedback and to explore the social norms and acceptable norm for drinking alcohol. There could be pictures and text for exhibition in health centres, GP surgeries.

Two 2hour Training and experiential TIE workshops with a group of 19 to 23year olds who will go on to take the issue into schools. The theme will be social norms of alcohol use.

CVS "Health and Care together" meeting possible Forum theatre.

19th –25th May Adult Learners week taster workshop creative arts as above fill the gap.

Bolton women's forum tea party with cakes and Forum theatre.

Bolton Actual

20th May. Booze buzz performance and workshop debate with Dramatically Healthy an Active 8 theatre group.

Dramatically Healthy are a group of young adults wanting to develop issue based theatre work for schools. This was the premier of the performance of "The booze Buzz". The group were very active and responsive creating a mature and in depth debate. The session was photographed.

The following is a transcript from the event.

"I just don't see how you could change the drinking culture....its part of being British. We drink to get drunk.

If I go on holiday to Ibiza, its nothing but English bars and pubs.....whole streets, dedicated to drinking...loads of special offers on drinks"

"If we go on a beach holiday, it's a big part of it, is the drinking. If we go on say a family skiing holiday, its part of it, the Apres Ski, that's about spending 3 hours in the bar drinking after a day out on the slopes"

continued.....

“How else do you socialise”

“If it’s a beach holiday, then drinking is an integral part of that. Its part of the holiday experience, it’s not going to be a good beach holiday without the drinking”.

“I work on a youth project scheme and it’s a major issue. The first time we did it, nobody was allowed to drink, even the workers and volunteers and that was really a big deal and people were shocked and it was treated like a really, really big deal. This year, they’ve agreed that anyone over 18 can drink”

“appealing to young women’s vanity would be really effective”

“It’s a big part of culture, but maybe if people were made more aware of the serious damage it does, they would have to use the same sort of advertising that the drinks marketing use, cool, clever adverts”

“I drink, but not to get drunk. We have an aunt and when she’s not drunk, she’s a really intelligent, lovely person....but when she’s drunk, she makes a fool of herself and everyone laughs at her behind her back, they’re not laughing with her and it makes me feel really bad and I don’t want to be like that, because I’m upset for her”

“you might get people in the debate who do have problems, is there information for them....where to go for help and who to go to”

Transcript of Forum theatre workshop piece. Jenny

Hello I’m Jenny, I’m young, in my early twenties. Blond attractive and my looks are important.

Anyone who tells you that looks don’t matter is lying. What you look like means something and it’s important to look good, it gives you confidence and boosts your social life. I go to the gym and keep myself fit but I like to party. I go out Thursday nights Fridays, Saturdays and Sundays and some weeks on other nights too. I always go clubbing at the weekends, but other nights meet my friends in the bars. I’ve gone off wine, it’s a bit boring. Now my favourite drink is a mojito, I like cocktails the best...they’re sophisticated.

Enter. Jenny. 10 years later.

Hello, who are you

I’m Jenny

Oh that’s a coincidence

No, I'm you. But in a few years.....look at me, look what you did to yourself. Because you carried on drinking so much you wrecked our future. I'm a mess, my skin is shot, my liver is shot, I've got depression and all sorts of health problems. But, you wouldn't stop would you. Thought you were the life and soul of the party scene, always getting smashed and dancing on tables, swinging your handbag round. I can't even remember great chunks of time. Half the time you didn't know where you were. Thought you were so gorgeous didn't you and that you were going to be somebody in life. Look at you now, hardly any friends, no partner and no children and a rubbish part time job that hardly pays enough.

Enter. Fit healthy active jenny. 10 years later continued.....

Hello, so who are you.

I'm you.

You look great.

Yes, I'm happy. I'm fit. Happily married with two gorgeous children and I own my own business. After a while, I decided to give up drinking so much alcohol. I still enjoy a few glasses of wine, but mainly with meals and not more than two. I got fed up with feeling so rough every day and making a fool of myself and now I'm really happy. I still have a great social life though and lots of friends. I always was a sociable type, it's just that I don't need alcohol anymore to have a good time.

Socio drama exercise where the participants were asked to take on a roles in scenarios that would have a positive or negative impact on encouraging a safe, sensible, social drinking culture.

- I'm the harsh reality
- Worse case scenario
- Person dying with liver cancer
- Vanity, appeal to vanity it works
- Create more extra-curricular activities that aren't about drinking alcohol.
- Parental role models. I teach my children to drink at every occasion
- Cheap prices and availability
- I'm the WKD and clever advertisements for alcohol
- I'm sexy, attractive looking bottles
- cocktails

- Alcopops and strawberry and peach vodkas
- I'm rebellious. Cool, and I like a MacDonald's when I've got a hangover.

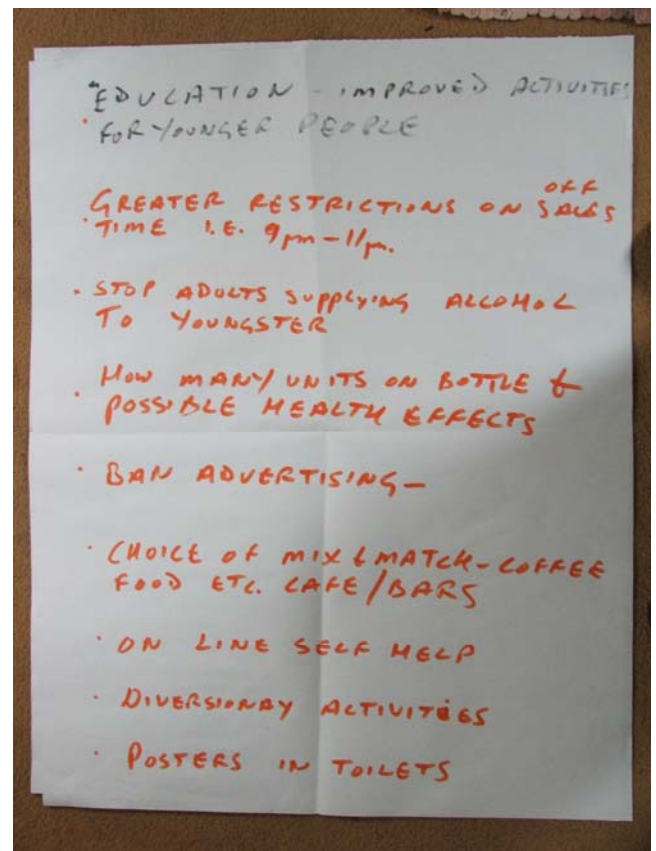
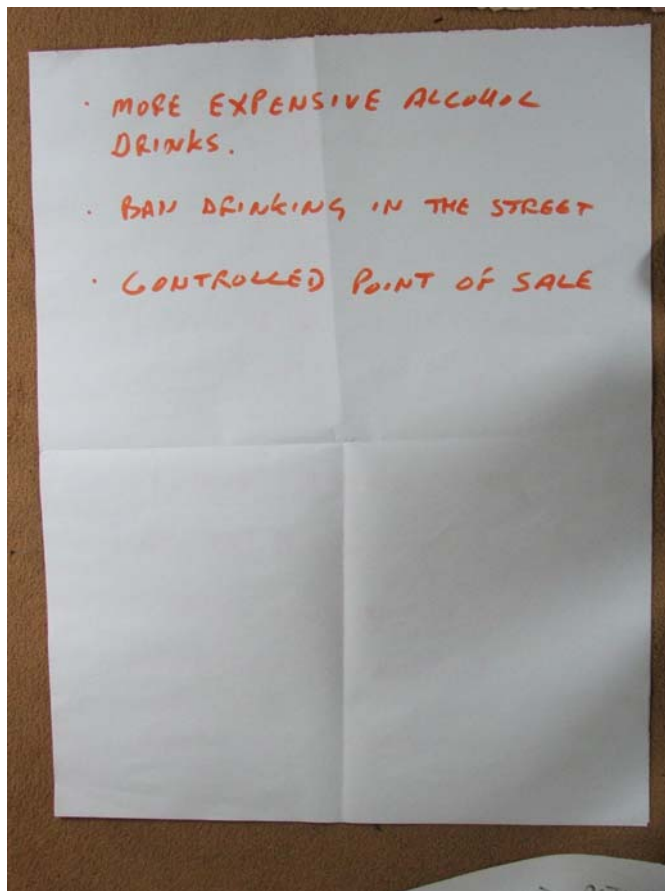
"It doesn't matter if they tell me it's bad for you. I'll still go and do it."

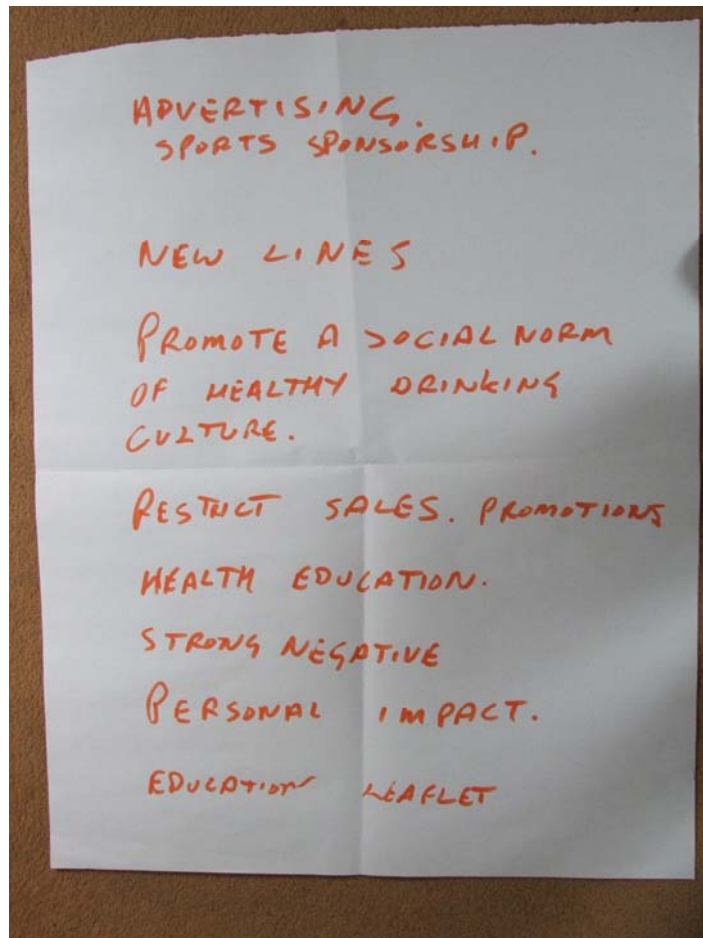
"It's a really really big deal not to be able to drink alcohol. People find that hard to cope with at such and such an event. It's an issue."

11th June. Bolton Alcohol Strategy day. 12pm – 4pm.

After discussions with Phil Ramsell it was agreed that the Booze Buzz project artists would run the whole afternoon starting with the performance.

The event was attended by a wide range of representatives from community and youth groups, police and local authority and Bolton PCT. The Booze Buzz performance was followed by discussion with characters from the scenes. There was active involvement from the audience with one member taking a role on stage. This was followed by small group discussions. To end the feedback plenary session a socio drama exercise helped to summarise suggested solutions from the various roles that could have impact on the drinking culture. This session was videoed and there is some good edited audio recording





12th June. Tea party for Local authority staff in Bolton Town Hall. The Boozebuzz performance and debate.

Staff from the Local Authority and the Primary Care Trust were invited to this afternoon event. Following the performance there was a very active debate that continued for an hour. Some people were still discussing the issues as they were leaving.

There was a very good selection of tea coffee and cakes which set the mood for the afternoon. There is a full documentary of the performance available.

Stockport: Jo Ward Arts and Cultural Events Manager, Stockport MBC and Simon Armour, Alcohol Lead, Stockport PCT.

Potential events and groups for engagement.

2nd May gallery launch 100 plus people. Alcohol debate work could be on show. Exhibition of townscapes by Helen Clopcott being shown. Opportunity for forum theatre.

24th 11am-4pm May shop unit for sessions of creative writing as part of the literature festival also National year of reading.

17th – 23rd May Adult learning week taster session of creative arts

22nd May Learning at work Thursday with the Stockport Council HR department “Samples of Learning”. Image & text work around the theme.

Event launch, Adult Learners week, possible short performance piece.

Dance is a priority in the area may be able to work with dance artists to explore the issue and create a piece of work.

Actual events

22nd May. Learning at work day in the Town Hall.

The Boozebuzz set up a stall with postcards and Neo Henry’s Message in a Bottle project. Participants were engaged on a drop in basis, they entered into discussion, filled in the postcards and left a particular message about drinking culture on a label to be superimposed on photographs of bottles by the artist. People were happy to engage and there was a great deal of discussion and good written feedback on the postcards and the labels.

“Isolation and loneliness makes people drink”

“The bottom of the bottle never solves any problems”

“Enjoy a drink today and remember it tomorrow”

22nd May pm. The Boozebuzz theatre was performed within a short space of time before the Adult Learners award ceremony at Stockport Art Gallery.

Several of the audience gave very good feedback and a number of people left feedback on the postcards.

“Thank you. This is great, says it all. My sister in-law drank herself to death at age 36 and I wish everybody would wake up to the dangers of constant drinking”

“My husband and I have been talking about cutting down on our drinking, this has helped”

“I was going to get another glass of wine, but I think I’ll pass on it this time”

24th May. 11am – 4pm. Creative Writing workshop with the theme of the Boozebuzz in a shop unit in the Merseyway shopping centre.

It was a challenge to engage shoppers and draw them into the workshop, but the debate amongst the participants and the creative writing was effective and the participants stayed with the writer until the lunch break.

Over 160 people were actively engaged in the debate in Stockport.

Manchester: Zoe Higgins, Cultural Regeneration Manager, Manchester City Council, Elizabeth Burns, Manchester PCT alcohol lead.

Actual events.

Launch of the over 50's alcohol campaign, Booze Buzz performance (no debate)

The response to the performance was very positive and there were requests for it to be available for showing other groups as an awareness raising event. Zoe took details of interested people.

Feast Picnic, Platt Fields Park

The Booze Buzz artists Phil and Nicky have a past working relationship with Anne Tucker of MIA who was very helpful in discussing the Booze Buzz input to the feast picnic. Once again the drawing encouraged the public to stop and look and get involved and engage in the debate. It was a very busy afternoon with a wide cross section of people.

The following are two transcripts;

Woman late thirties. 2 young children.

"I don't drink very much anymore, but I used to, at least a bottle of wine a night.....now I have about the equivalent of a bottle of wine every two weeks.....I stopped because I felt bad during the day....I'll never give it up though, I enjoy it. When I do go out I probably drink about 4 or 5 glasses, which I know is too much.....2 glasses would be better and relax me and help me socialise"

Young dad with his toddler in a pushchair.

"I used to drink but I stopped when I saw what was happening to my best friend. Through drinking too much he lost his wife and family and his job. I didn't want that to happen to me. Now he has stopped and he has turned his life around. He has a good job now."

Workplace debate for Willow Park Housing Wythenshawe.

This event was suggested by the alcohol link Elizabeth Burns as a training event for Willow Park Housing. A group of 8 members of staff attended. The Boozebuzz theatre was performed and was followed by the training officer. There was active involvement with a member of the group taking a role in a work place scenario and some heated debate.

Professional women's group

Following the Booze Buzz performance lead artist Nicky Duirs facilitated a creative writing session that produced some powerful work suitable for publication and/or posters. This continued with a recording session capturing useful comments from the professional women themselves. This has been edited for broadcast.

The Body Worlds exhibition and performance at the Museum of Science and Industry.

Rachael Calvert of the Body Worlds developed a joint marketing campaign with Zoe Higgins and her team for Manchester City Council. Body Worlds also exhibited a cirrhosis liver and a liver with cancer, alongside a Boozebuzz exhibition and the performance and debate. This was the ultimate event for the Boozebuzz and featured a 7 minute video alongside a selection of all the other work created for this project. The event was a great success with radio interviews and a healthy debate to finish the project.

The Creative Arts activity

venue	Date	Group	participants	content
Octagon Theatre Bolton	May 20th	Activ8 Theatre group	young adults 6 female 1 male	performance, photography theatre workshop. active debate
Stockport Town Hall	May 22nd	Learning at work with HR department of Stockport council	local authority employees. Majority female	Message in a bottle. Discussing the issue with council employees. Collecting messages and feedback on postcards
Stockport Art Gallery	May 22nd	Adult learners award ceremony	Mixed adults	performance, art reportage
Oldham Town centre	May 24th	Festival Oldham	Complete mix from the street including children, multicultural	pavement drawing, message in a bottle.
Shop Unit Stockport town centre	May 24th	Literature festival	Adults from the street	Creative writing. active debate
Manchester Town Hall	June 2nd	Over 50's alcohol campaign	Professionals from health, social services and voluntary sector	Performance forum theatre, active debate
Primrose Bank Tenants and Residents Ass. Oldham	June 5th	Key to the door young mums group	Young women/mothers	Performance, forum theatre, video and Photography workshop, active debate
Platt Fields Park, Manchester	June 8th	Feast picnic	Mainly family groups, parents with children, multicultural	pavement drawing, message in a bottle.
Technical Innovation Centre Minerva road Farnworth. Bolton	June 11th	Bolton Alcohol strategy	Professionals from health, social and youth services, police and voluntary sector. Majority female.	Performance, forum theatre, sociodrama, art reportage, active debate
Bolton Town Hall	June 12th	Bolton PCT&council	Council and PCT staff. Majority female	Afternoon tea party. Performance, forum theatre, active debate
Active lifestyle centre Portway, Wythenshawe, Manchester	June 16th	Willow Park Housing management staff	4 men 4 women	Performance forum theatre, active debate
Manchester Chorlton	June 17th	Manchester women's group	Professional women	Creative session with theatre, creative writing and audio recording. active debate
Musium of Science and Industry, Manchester	June 24th	Body world exhibition	Invited audience of mixed adults	Performance forum theatre, active debate

venue	times	Artists	people engaged	Feed back cards	audio	photography	video	drawing	writing	theatre
Octagon Theatre Bolton	6.30 - 8.30	P Burgess, N Duirs, R Lumley	7		yes	yes				yes
Stockport Town Hall	Drop in all day	Neo Heny P Burgess, N Duirs	100	84	yes	yes	yes			
Stockport Art Gallery	evening	P Burgess, N duirs, Maevae O'Conner	50	12				yes		yes
Oldham Town centre	12 - 4pm	P Burgess, N Duirs, Neo Heny, R Lumley	50	17		yes		yes		
Shop Unit Stockport town centre	11am - 4pm	N Duirs, Gary Parkinson	10	3		yes			yes	
Manchester Town Hall	9.30 - 10.30	P Burgess, N Duirs,	25	8						yes
Primrose Bank Tenants and Residents Ass. Oldham	11.30 - 2.15	P Burgess, N Duirs, R Lumley	7	4		yes	yes			yes
Platt Fields Park, Manchester	1pm - 5pm	P Burgess, N Duirs, Neo Heny, R Lumley	50	27		yes	yes	yes		
Technical Innovation Centre Minerva road Farnworth. Bolton	12.30 - 4pm	P Burgess, N Duirs, Maevae O'Conner	49	49	yes	yes	yes	yes		yes
Bolton Town Hall	3.00-4.30pm	P Burgess, N Duirs,	25	23			yes			yes
Active lifestyle centre Portway, Wythenshawe, Manchester	10am-11am	P Burgess, N Duirs, R Lumley	8	8		yes				yes
Manchester Chorlton	evening	P Burgess, N Duirs,	6	6	yes				yes	yes
Museum of Science and Industry, Manchester	evening	P Burgess, N Duirs, Maevae O'conner & R Lumley	50	14		yes		yes		yes
Totals			437	255	4	9	5	5	2	9

The booze buzz



A healthy debate
about alcohol...
everybody's
talking about it

Have your say and add to the buzz about booze on this postcard and on the website

www.theboozebuzz.ning.com many thanks for your contribution to the debate.

The booze buzz is a creative debate project for Lime, Arts in Health, part of the Greater Manchester Arts and Health network. www.limeart.org contact address. St Marys Hospital, Hathersage Road, Manchester M13 0JH.

The Booze Buzz post cards analysis

300 comments in response to question 3 were taken at random from the post cards and recorded and placed into categories. From our experience of the debates and the remainder of the comments fed back, these are representative of the overall picture from this project.

Suggestions for a safe sensible and social drinking culture.	Number of feedback
Less cheap alcohol. Particularly supermarkets, Increase duty on alcopops. Sensible pricing. No buy one get one free. Bigger tax	21
Social inclusion without drink. Other distractions games, music, atmosphere. Fun places to gather. Safe place, structured alternate activities. After school groups. Different methods of unwinding. More events like feast in the park. Focus on food and art.	26
More non-alcoholic options. Cheaper soft drinks, at no more that alcoholic prices	12
Education including schools. Children being taught better (early intervention) Healthier younger role models. Ending the nanny state, openness including advertising campaign on TV inc soaps. Publicise the health costs. Show people dying from alcohol related disease	41
Eat properly first. More food in drinking places, coffee and tea	4
Enjoy it for its taste as much as any of its effects. Better attitude to alcohol and its effect.	2
Buy one speciality wine, Belgian beer instead of 10 fosters or bottles of Lambrini	1
Relax the law on public house closing times, open all hours	3
Chang drinking hours and come down hard on celebrities who abuse this. No 24 hour drinking	18
Get children drinking younger. I.E. allow children to have a small glass of wine with their meal then it will not be seen as something new when they are teenagers. Responsible drinking at a young age with watered wine with meals. Get children to see sensible drinking	7
Link non-alcoholic drink to having a good time with friends	1
Maybe a chaser drink that is non-alcoholic instead of whisky etc.	1
Stop corner shops from selling alcohol. And supermarkets and off licences. Reduce number of outlets	6
Raise legal drinking age to 24. Raise age to 21. age 26	13
Confiscate alcohol from young people in park and shops. Increase policing to deny under age drinking No drinking in public places. More extensive fine for breaking the law. More police presence. More careful checks on under age buying. Zero tolerance on hoolies	30
Decrease duty on real ale as real ale drinkers do not create a social nuisance and are generally responsible.	1

Try to develop a more European culture where alcohol is enjoyed in moderation at family gatherings. Drinking with food?meals, café culture. Family inclusive environments.	19
Bring the average percent of wine back down	1
Always have a non-drinker (as driver) present. Be with people you trust	2
Ban alcohol at sporting events	2
More social, community focussed society/culture - enjoy life not consume. Change in social attitudes	7
No alcopops	5
Perhaps erase our island mentality	1
Lower the strength of drinks	3
Discourage happy hours	2
Tighter advertising controls, or ban altogether. Media glamorisation should be toned down	11
pub closures	2
recognise the alcohol addiction and tell people to get help.	1
Resaleable wine bottles	1
Smaller glasses. No half or pints, measures regulation	5
Culture that frowns on drunkenness	2
Parents setting a good example. Family attitudes. Examples set by older generation.	5
Manage drinking from home	1
Emphasis on the importance of drinking less.	1
Stick to one drink. Be sensible. Keep drinks close to you	3
Only take a certain amount of money	1
Don't binge	1
no serving to drunk customers. Less tolerance of drunken behaviour	6
Exercise more	1
Know your limits. Pace yourself. Drink in moderation. Don't drink daft	11
Make clear alcoholic content of measures. Units per drink at point of sale, on bottles	3
Stay in don't drink	1
Ban alcohol	2
Introduce individual drinks cards to be signed by the bar person with a max 5 per man 2 per women.	1
Banned areas.	1
change in availability. Restrict time when available	2
link to other health initiatives	1
Posters to stop public drinking	1
Be in a good mood have a good night	1
buy a wine box rather than a bottle	1
sort out young people's unhappiness1	1
Go out with friends. Go out in groups. watch your drinks. Be careful	4
Total	300

Stage three. Creating a package of lasting outcomes.

Post card for feedback and publicity for web site

Social network website www.theboozebuzz.ning.com

Audio recordings (professionally edited and optimised)

- Sound bites from Bolton strategy group and Professional women's group Manchester
- Radio interview awareness raising of The Booze Buzz, Key 103 and Century Radio and Channel M

Documentary photographs

- Active8 Bolton
- Oldham festival pavement drawing
- "Key to the door" young mums group Oldham
- Message in a bottle Stockport HR learning at work
- Feast picnic Platt Fields Manchester
- Willow Park Housing Manchester
- Museum of Science and Industry Manchester

Video footage

- Stockport HR learning at work
- Bolton strategy group
- Key to the door Oldham "A bad/good night out"
- Feast picnic Platt Fields Manchester
- Bolton Tea party including full performance of "The Booze Buzz"

Creative writing

- Stockport literature festival
- Professional women's group Manchester

Reportage drawings

- Stockport Art Gallery
- Bolton strategy group
- Museum of Science and Industry Manchester

Message in a bottle

- Laminates and message tags written by participants

Artist Recommendations for future projects

A long lead in time will assist the development of district level relationships between the arts and health sector, especially if they do not already exist

Experienced and resourceful artists who can draw in from a network of other skilled artists as required offer the best opportunity for development

Flag up future projects within Arts Development and Health Action plans as early as possible to facilitate joint working and ensure events are specific, timely and related both locally and strategically

A narrow more specific brief is easier to deliver, more open ended and experimental projects are more time consuming and require more skilled and experienced artists to coordinate

Joint planning at a GM level is essential to ensure the project is strategically positioned and driven by joint priorities

Arts activities can be an effective way of stimulating debate and discussion encouraging people to reflect and make personal (healthy lifestyle) changes.

A longer timescale for events to develop would offer opportunity to develop events more specifically especially at busy times of year for other arts/health activities and events (summer)

Arts interventions around health issues work really well as one of a range of tools to tackle health inequalities and there is the potential to use these activities as capacity building longer term

Creating a package of creative resources and a website lengthened the project beyond its original timescale and offers opportunities to develop new work focused on alcohol.

There was a lot of interest in using the theatre piece as a brief intervention in education and awareness raising.