

Case Study: Ulster Carpets support the Ulster Orchestra's Learning and Community Engagement programme.

Sponsorship of Ulster Orchestras' Learning and Community Engagement (LCE)

Programme can create extremely focussed and targeted projects that support specific community groups and schools.

Ulster Carpets, a world class designer and manufacturer of luxury carpets has a reputation for quality and service. Founded in 1938 Ulster Carpets is proud of its history as a major employer and one of Northern Ireland's most successful businesses.

Ulster Carpets and the Ulster Orchestra began discussing a partnership project in 2014. With a well-established tradition of supporting the communities within which they operate and striving to advance the arts locally, Ulster Carpets were one of the first businesses to



engage with the Ulster Orchestra following its very public restructuring in 2016. With one of the Orchestra's objectives to take the Orchestra out of Belfast, the partnership focussed on developing and delivering a music project in Ceara School, Lurgan, an integrated school for children and young people with special educational needs. The Orchestra's Learning & Community Engagement team led by Lucy McCullagh, in conjunction with Ceara School designed programmes involving the Ulster Orchestra Players.

These bespoke programmes engaged the students from a Leavers' class in 2017 and an Upper Primary class in 2018. Each class took part in 4 interactive workshops with the Ulster Orchestra Players, culminating in a final Showcase Concert with the whole school invited to the performance.

Arts & Business NI supported both of these projects through their Investment Programme. This additional funding widened the scope of the music propositions permitting the Ulster Orchestra to work in collaboration with a children's special educational needs trainer and facilitator from Jessie's Fund bringing a new dimension to the level of delivery of these music programmes.



Orchestral music sits within Ceara School's holistic sensory teaching and following the success of the first project Ulster Carpets again committed to the Ulster Orchestra to work with Ceara School to design & deliver a music programme in

2017/18 for one of the Upper Primary classes, a more challenging project for the Orchestra's 'Players' as the children's concentration skills were not as developed as those of the leavers class. Working with Ceara School and Jessie's Fund the Ulster Orchestra delivered a high return on investment and with preparations well underway for a third music project, Ulster Carpets are again delighted to be supporting it. Both the Ulster Orchestra and Ceara School intend raising the bar in the delivery of the music programme understanding that there are immense benefits which can be realised across the entire school; for the pupils and teachers as well as the Ulster Orchestra and Ulster Carpets.