





## Foreword

I am very pleased to be supporting Guildford's Arts Development Strategy, which aims to harness the potential of the arts to make a genuine and meaningful impact in the lives of our residents and the communities in which they live.

We are very proud to have a vibrant and varied cultural scene in Guildford and around our borough. We are lucky to work with many talented artists and organisations that make this happen. We want to work with our partners to make sure that every resident, regardless of their background and situation, has the opportunity to take part in or experience the arts.

I would like to thank all the residents, arts practitioners and community groups who took part in the consultation. It is important to us that this strategy reflects the needs and wishes of the local community. We have listened to the key messages that came from the consultation and used these to shape our themes and add more detail to our annual action plan.



**Councillor  
Nikki Nelson-Smith**

Lead Councillor  
for Social Welfare,  
Heritage and the Arts

***“ I believe art is a powerful creative force which can connect with people deeply, inspire people and make them feel great. It can create social cohesion and unity and is a much needed way for people to express themselves when society tells us how we should behave or appear to others. ”***

Guildford borough resident

### Alternative Formats

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 Telephone: 01483 444769

 Email: [artsdevelopment@guildford.gov.uk](mailto:artsdevelopment@guildford.gov.uk)

## Executive summary

This strategy sets out our ambitions and priorities for the Council’s Arts Development Service for the next five years.

Our vision for arts development in Guildford is:

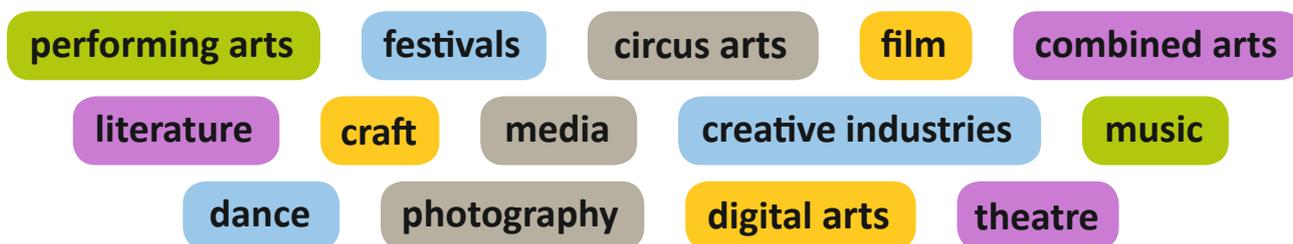
### A place where everyone can enjoy great arts

With an annually reviewed action plan, this strategy sets out the Council’s values and priorities for arts development. It also demonstrates the wider value of the arts in contributing to health and wellbeing, the economy and society as well as the role the arts can play in community consultation.

Our strategy aims to:

- raise the profile of the arts and highlight how they contribute to health and wellbeing, society and the economy
- help secure new partnerships to maximise our resources
- enable artists and organisations to use the strategy for fundraising, advocacy and project planning
- allow the Council to plan further in advance to increase opportunities for arts provision and funding
- provide a local framework for progressing national and regional policy.

The Council wishes to adopt a broad meaning of the word ‘arts’ that includes:



Arts development is arts centred activity, which is created with community members, and enhances and strengthens that community.

These arts based activities:

- educate and inform us about ourselves and the world
- nurture and inspire individuals and groups
- support the health and wellbeing of people and communities
- build community capacity and infrastructure.

The Arts Development Service also has a role in public art provision and our plan for this is set out in the Public Art Strategy 2018-23, which is separate, but aligned to, this strategy.

As a Council, we want to challenge the idea that the arts are only for certain types of people. We will seek to identify local barriers to the arts through continued feedback and address these through our themes and objectives. We also asked people about local barriers in our consultation.

The overall aim of the Arts Development Service is to increase opportunities for residents to be inspired by, experience and take part in high quality arts activities and events. Sometimes we will need to target resources - for example marketing, staff time or sometimes, funding - to challenge or reduce barriers so that all our residents have the opportunity to experience the arts. Partnership working is a fundamental part of the service.

## Our key priorities

### Working with our partners, we will:

1. increase opportunities for people to experience great arts by reducing local barriers
2. improve people's health and wellbeing by providing opportunities for people to take part in arts activities
3. improve people's understanding of the wide-ranging benefits of the arts
4. work with communities to co-create arts activity that addresses local need
5. support the development of our arts practitioners and organisations so that creativity thrives.

### By 2023, by working in partnership we will have:

- increased opportunities for residents to enjoy and co-create arts activity, reaching more people who are not yet taking part
- improved people's quality of life and wellbeing through reducing barriers to great arts experiences
- provided support for local arts practitioners and groups to inform, inspire and enable delivery of great arts activities
- raised awareness of the wider benefits of the arts, particularly their impact on our health and wellbeing.

## Themes and objectives

Our themes, drawn from national policy and local knowledge, are:

### Taking part - widening participation and working with communities

Our priorities are to:

- support and initiate projects which provide affordable and inclusive arts opportunities for residents, such as The Big Draw, FISH (Fun in the School Holidays) and Arts Partnership Surrey projects
- support and initiate projects that encourage co-creation, inspiring more people to make their own arts experiences
- work with partners to identify and reduce some of the key barriers to participation locally
- work with partners to provide arts projects in less advantaged communities that respond to local need
- include workshops, artist in residence programmes and consultation with local residents as part of public art projects
- promote existing digital arts provision such as the Get Creative project.

### Health and wellbeing

Our priorities are to:

- run a pilot project with Arts Partnership Surrey to engage residents in an arts programme that focuses on improving mental health and wellbeing
- develop a shared understanding of how taking part in arts activities can be used as a form of prevention in relation to health and wellbeing
- build relationships and awareness across the voluntary and health sectors to encourage the use of arts as part of health provision
- work with partners to improve the way we evaluate arts and health projects.

### Making a case for the arts

Our priorities are to:

- make a case for the arts, and raise awareness of the impact that the arts can have on health and wellbeing, community development and the economy
- challenge the idea that some forms of arts are only for people from certain backgrounds by reviewing how we promote arts activities and working with partners to reach people who are not taking part
- promote local festivals, cultural venues and other arts organisations, and support the development of their outreach and education programming.

## Supporting artists, arts and community organisations

Our priorities are to:

- seek to include opportunities for early career artists in projects such as The Big Draw, FISH, and Arts Partnership Surrey projects
- work with Arts Partnership Surrey to develop relevant training and networking events for mid-career artists and practitioners
- develop training for early career artists, community groups and organisations who wish to work with communities
- provide information to arts practitioners and organisations on local funding, training and other opportunities
- maximise the Arts Development budget by working on joint projects with local and regional partners and exploring new funding models with our partners.

In order to deliver our strategy we have developed a coordinated and resource led annual action plan. This will be monitored, reviewed and published annually.

The Arts Officer is here to:

- provide skilled and professional advice on arts development for the Council
- design and manage arts development projects, events and activities that increase opportunities for and inspire residents to take part in the arts
- promote opportunities for taking part in the arts in the borough
- provide information, advice and support to community groups and partners wishing to develop community arts development opportunities in the borough.

Take On Me - Photograph by Justin Jones



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Guildford Flower Fiesta

## 1. Introduction

This strategy sets out our ambitions and priorities for the Council's Arts Development Service for the next five years. To produce this document we have researched current national policy and good practice and used our local knowledge to create a strategy that contributes to our overall vision:

**A place where everyone can enjoy great arts**

### 1.1 What are the arts?

Both Arts Council England and the Department for Culture, Media and Sport resist having any one single definition because of the changing nature of the arts, and because the arts mean different things to different people.

*We should no more dictate a community's culture than we should tell people what to create or how to create it. The role of government is to enable great culture and creativity to flourish - and to ensure that everyone can have access to it.*

The Department for Culture, Media and Sport; Culture White Paper 2016

The Council wishes to adopt a broad meaning of the word 'arts' that takes into account all fields of the professional, community and voluntary creative sectors.

In this regard, the arts embraces the performing and visual arts including, but not limited to carnival arts, circus arts, combined arts, craft, creative industries, dance, digital arts, festivals, film, literature, media, music, photography and theatre.

Artists often work with people in other fields such as food, heritage, gardening, play, science and sports and these can become a central part of the creative process. In this way, it is useful to focus on the **process** of artists creating and working with the public.

*“ It builds friendships, listening skills, community and is very satisfying as stress relief! ”*

Guildford borough resident

## 1.2 Benefits of the arts

***Arts and culture enrich our lives. They fire our imaginations, challenge, inspire, educate and entertain us. Everyone should be able to visit or experience a high-quality museum, library or archive, performance or participate in a cultural activity. These experiences open us to reflection, engender debate and critical thinking, and deepen our understanding of the world***

Arts Council England - Great Art and Culture for Everyone 2010 - 2020

The arts, in their widest sense, offer people a space to explore, build awareness of and make sense of the world around them. They provide a different 'lens' through which to view life and encourage people to talk to each other and ask questions about their past and come up with new ideas for the future.

Taking part in arts activities is a key ingredient for a happy and fulfilled life for many people. As well as the inherent value of arts and culture - that they are life enhancing, entertaining and help define our personal and national identities - there is increasing evidence that they bring many indirect benefits to individuals, to our society and to the economy.



Disability Arts in Surrey - Photograph by Winona Newman

Taking part in arts and cultural activities can:

- develop skills, knowledge and academic achievement in individuals, which enhance their employment prospects
- develop people's confidence and self-esteem, helping them realise their potential and extend control over their lives
- grow individual and community aspirations through a positive attitude to risk
- enable intercultural learning by acting as a window to other people's lives and developing a sense of identity with a local centre or neighbourhood
- reduce crime and disorder and fear of crime, by providing purposeful activity and strengthening community networks
- improve people's emotional health and wellbeing by reducing isolation and providing positive activities that distract from the stress of everyday life
- achieve environmental objectives and raise awareness of environmental sustainability
- help public bodies transform how they engage with residents by improving their image, challenging conventional service delivery and helping build new partnerships
- create economic benefits through cultural tourism, creative industries and skills development.

### Arts, culture and society

The arts have been described as the glue that holds communities together - they can strengthen social networks and create a shared sense of identity and pride in new and changing communities. The process of creating with others, gives people the opportunity to value each other and develop positive relationships, whatever their backgrounds and circumstances.

The arts encourage awareness and appreciation of different cultures and generations, building a sense of place and more tolerant and vibrant communities. Arts and culture can also help communities to plan beyond the short term by building capacity and helping people explore their values and goals.

### Health and wellbeing

The arts can contribute to greater emotional health and wellbeing and lower levels of obesity, heart disease and stress. As well as the more widely recognised benefits to emotional and mental health, the performing arts such as singing, dance and drama can improve people's physical health through exercise, improved breathing techniques and posture. Increasing numbers of GP surgeries are developing 'art on prescription' offers for their patients and there is a continuing growth in arts projects in the health and wellbeing sector.

***Almost 60% of people are more likely to report good health if they have attended a cultural place or event within the last 12 months. Arts and cultural intervention can have a positive impact on specific conditions such as dementia, Parkinson's, and depression.***

Create: a journal of perspectives on the value of art and culture, Arts Council England 2014

## Arts, children and young people

The *UN Convention of the Rights of the Child (UNCRC)*, Article 31 - *leisure, play and culture* - aims to ensure that the arts are not an added bonus but an essential part of life that all children and young people should have the opportunity to enjoy.

There is a strong link, backed by evidence, between arts and cultural engagement and education. It has been shown that there is an improvement in literacy when young people take part in drama and better performance in maths and languages when they take part in structured music activities.

### Research from the Cultural Learning Alliance shows that:

- learning through arts and culture improves attainment in all subjects
- participation in structured arts activities increases cognitive abilities
- students from low-income families who take part in arts activities at school are three times more likely to get a degree
- employability of students who study arts subjects is higher and they are more likely to stay in employment
- students who engage in the arts at school are twice as likely to volunteer and are 20% more likely to vote as young adults.

As well as formal education, the arts can benefit children and young people through creative play. Free and creative play can help boost children's language development, problem solving, risk management and independent learning skills.

### Early Arts sets out seven main benefits of arts in the early years (up to age 5):

- establishing abilities in the arts for later life
- helping children make sense of their overall development
- stronger parent-child bonds
- inspiration and confidence for parents in leading activities for their child
- developing intrinsic life skills such as creativity, expression, identity, culture and imagination
- positive impact on confidence, self-esteem and breaking down cultural barriers
- benefits to carers and education providers which enhance overall learning.

## Arts and older people

New research funding from Arts Council England shows the positive impact arts and culture can have on older people. The research, conducted by ComRes (2016), shows the different ways older people (aged 65+) value arts and culture. The findings include:

- 76% of older people say arts and culture is important in making them feel happy
- 57% say arts and culture is important in helping them meet other people
- 60% say it is important in encouraging them to get out and about.

## Arts and the economy

In 2014, the economic contribution of museums, galleries, libraries and the arts was £5.4 billion, representing 0.3% of the total UK economy - a good return on the 0.1% that the government invests in the sector. This is up 59% (in nominal terms) since 2010 - a massive increase compared to total economic growth of 16% (nominal terms) over the same period. (Sources: *The Culture White Paper, DCMS, 2016* and *The Contribution of the Arts and Culture to the National Economy*, Centre for Economics and Business Research, 2015).

The UK released a *Creative Industries Economic Estimates* document in January 2016 and it clearly shows the contribution the Creative Industries make to the UK Economy. It is also widely recognised that the arts contribute to the visitor economy. Recent research shows that every £1 spent by local authorities on arts services, from additional grants and partnership working brings in £4.04 of additional funding (*Arts Development UK Local Authority Spending Survey 2013*).

### 1.3 What is arts development?

Arts development is arts centred activity, which is created with community members, and enhances and strengthens that community. Our definition of community includes groups of people with common interests - defined by place, tradition, intention or spirit.

These arts based activities:

- educate and inform us about ourselves and the world
- nurture and inspire individuals and groups
- support the health and wellbeing of people and communities
- build community capacity and infrastructure.



Guildford Borough's Big Draw

### Taking part

There are many ways that people can experience the arts, including taking part in a workshop or activity, visiting a gallery, watching a performance or attending a festival. These are all valuable experiences that can contribute to people's quality of life. Our main priority as an Arts Development Service is on creating more opportunities for people to take part in the arts, as this is where the arts can have its most transformative effect on our lives.

When we are immersed in the creative process in a safe environment, we can:

- make connections with new people and feel less isolated
- learn new skills, achieve something and feel more confident
- think differently, come up with new ideas and be inspired to make life changes
- be distracted from pain and relieved from stress, anxiety and depression (Wellbeing Arts Project, Bristol).

**Co-creation** is the process of residents working with professionals to design, create and deliver services. Co-creation enables communities to have an active role in identifying their own needs and coming up with positive solutions that reflect their values. Community ownership is key in ensuring activities have the best chance of contributing something lasting and worthwhile that responds to local need. This approach also means that the residents who are taking part in the project place a higher value on the experience and the results.

## 1.4 Why do we need a strategy?

With an annually reviewed action plan, this strategy is a working document that sets out the Council's values and priorities for arts development. It also demonstrates the wider value of the arts in contributing to health and wellbeing, the economy and society as well as the role the arts can play in community consultation.

In summary, this strategy will ensure that we:

- highlight and promote the arts as a valuable tool for social and economic benefit
- maximise the impact of the service by focusing our resources
- bring about new partnerships that will help us reach more people
- identify and challenge the main barriers to local people taking part in the arts
- set priorities and timeframes for arts development in a clear and strategic way
- provide a local framework for achieving national and regional objectives
- help lever in external funding for the service and local arts organisations
- celebrate our achievements and explore ways to improve our service delivery.

**“ It (art) is such a powerful mechanism and can tackle key issues. Isolation and depression with the older age groups is huge and a growing problem. Arts can help with this problem. We work with older adults (with learning disabilities) and it makes a huge difference to their lives and wellbeing. ”**

Guildford borough resident

## 1.5 Scope of the strategy

This strategy focuses on the delivery of the Arts Development Service, at a community level, in our borough over the next five years.

The Arts Development Service recognises the importance of arts venues in the borough and aims to work in partnership with them to increase opportunities for residents to take part in the arts. However, the Arts Development Service is not responsible for the operation or management of any facilities or venues in the borough. There is no single delivery agency in the borough for theatres, arts and sports venues, festivals, heritage sites or libraries. For that reason, this is not a cultural strategy for the borough.

The Arts Development Service does have a role in public art provision and our plan for this is set out in the Public Art Strategy 2018-23, which is separate, but aligned to, this strategy.

The Public Art Strategy:

- sets out the Council's policy statement on public art
- identifies strategic commissioning opportunities over the next five years
- sets out a clear delivery process for commissioning public art
- provides guidance on best practice in commissioning public art.

We value working with our colleagues in Parks and Leisure Services, other areas of the Council and Surrey County Council. We will continue to work on joint initiatives where our aims are the same, whilst making sure we do not duplicate work that is already happening. We will continue to develop partnerships with providers of arts for children and young people through formal and informal education and youth settings.

*“ Arts are for everyone ”*  
Guildford borough resident

## 1.6 Barriers to the arts

As a Council, we want to challenge the idea that the arts are only for certain types of people. We will do this by talking to individuals and communities that are not taking part to uncover what some of the local barriers are. Sometimes we will need to target resources - for example marketing, staff time or even funding - to challenge or reduce barriers so that all our residents have the opportunity to experience the arts.

Common barriers include:

- lack of money
- lack of transport / isolation
- lack of knowledge of what is available
- lack of confidence or feeling that the arts are 'not for the likes of me'
- disability or illness
- cultural or language barriers.

We will seek to identify local barriers through continued feedback and address these through our themes and objectives. We asked people about local barriers in our consultation. There is more detail on this in section 1.10.

Arts Council England have established the **Creative People and Places** project to bring arts to communities in the lowest 20% of arts engagement in the country. They are trialling new ways to engage with people. From producing art with workers at a transport company, to unusual partnerships that resulted in a rugby club, a housing association and cultural venues working together. The project has many useful ideas that we can use locally.



## 1.7 National picture

Local people shaped our local priorities but national and regional policy also influenced them. This starts with the Department for Culture, Media and Sport (DCMS) who sponsor Arts Council England (ACE). The Taking Part Survey is an important annual survey showing who is taking part in the arts in the UK and where we need to improve access. At a regional level, the Council is a member of Arts Partnership Surrey.

The **Taking Part Survey** is a face-to-face household survey that aims to provide central, reliable evidence that can provide a clear picture of why people do or do not take part and help further research on widening access and the value and benefits of taking part.

From the Taking Part Survey 2016 / 17:

*80.6% of women had engaged in the arts in the last 12 months, compared with 74.1% of men. The gap between the sexes has widened over a ten-year period, although this has now started to reverse.*

*In the 12 months prior to being interviewed, those with a long-standing illness or disability had a significantly lower engagement rate than non-disabled people. 73.7% of those with an illness or disability had engaged in the arts, compared with 79% of those without. This gap has narrowed in the last ten years, from 9.2 percentage points to 5.3 percentage points in the latest year.*

*Those in the upper socio-economic group had significantly higher participation and engagement rates than those in lower socio-economic group for all sectors reported on in Taking Part.*

### Department for Culture, Media and Sport

The Department for Culture, Media and Sport (DCMS) aims to protect and promote our cultural and artistic heritage and help businesses and communities to grow by investing in innovation and highlighting Britain as a fantastic place to visit. The key message of the Cultural White Paper 2016 is:

The White Paper has four priorities:

- everyone should enjoy the opportunities culture offers, no matter where they start in life
- the riches of our culture should benefit communities across the country
- the power of culture can increase our international standing
- cultural investment, resilience and reform.

The **Audience Agency** has produced a market segmentation tool, which helps us understand people's attitudes to the arts and how to encourage more people to take part.

In Appendix C, we show detailed local profiles, which will help us to reduce some of the barriers to the arts that local residents face. The data shows that we have very different audience profiles across our borough, with the town centre showing quite different results to rural areas and different again to north Guildford areas such as Westborough ward. In rural areas, we tend to have more traditional audiences who prefer tried and tested arts events, while in the town, we have more people who like to experience new and emerging arts. In Westborough, higher numbers of people are not taking part or not going to any arts events. This presents a challenge when planning and programming arts activity across the borough, but as an Arts Development Service, it is useful when we are planning neighbourhood projects and can help us target and improve how we produce our publicity.

The Audience Agency market segmentation compliments our local consultation. We will use this segmentation profiling in future to help us plan new projects and when reviewing our marketing. There is more detail on this in our action plan at Appendix A.

Farm Talk by Caroline Jackman and Jo Wood



Guildford Borough's Big Draw



Guildford Borough's Big Draw

Immoovate by Poppy Porter



### Arts Council England

Arts Council England (ACE) was set up to champion and develop arts and culture across the country. ACE is independent from government but uses and channels public funds towards its mission, 'great art and culture for everyone'. ACE's five goals are:

- excellence is thriving and celebrated in the arts, museums and libraries
- everyone has the opportunity to experience and to be inspired by the arts, museums and libraries
- the arts, museums and libraries are resilient and environmentally sustainable
- the leadership and workforce in the arts, museums and libraries are diverse and appropriately skilled
- every child and young person has the opportunity to experience the richness of the arts, museums and libraries.

ACE has an agreement with a number of other national organisations which have interests in the borough, including the National Trust. These organisations have an interest in the role that the contemporary arts can play in encouraging new people to visit their sites, and enhancing the experience for their existing visitors.

### Countywide overview

Arts Partnership Surrey (APS) is an alliance of eight councils and trusts in Surrey. It was set up in 2004 with an ambition to provide arts activities across the county. By working together and pooling resources, more people can get involved and benefit from high quality arts activity in Surrey. APS funds local arts and culture activities that respond to local needs because:

- supporting artists makes the best work possible for Surrey audiences
- maximising resources and working together reaches more people
- the arts play an important role in keeping us healthy and happy.

In 2016-2017 the Council contributed £4,500 to Arts Partnership Surrey. Combined with the other partnership contributions and external funding, this resulted in a total of £102,120 of project activity. Projects were delivered across the member boroughs and districts giving borough residents the opportunity to visit all of them. The range of projects offered is much more diverse as a result of this partnership.

Disability Arts in Surrey - Photograph by Winona Newman



## 1.8 Local profile

The borough of Guildford is Surrey's most populous district with a population of 143,000 in 2014 (source - Guildford Borough Council's Corporate Plan 2015). Roughly half the borough's population live in the town of Guildford, a thriving county town with an attractive historic centre and a wide range of shops, businesses and leisure facilities.

Guildford has much to be proud of in terms of a strong local economy, generally high quality environment, and a wide range of shopping, cultural and recreational facilities. However, we also have pockets that are much less affluent, which are facing problems such as a higher proportion of low-income families, higher unemployment and social isolation. There are also inequalities in health; residents from our least advantaged wards have a life expectancy that is up to ten years less (source - Stoke and Westborough Health Needs Assessment 2013) than people from some of our more affluent areas.

Guildford's cultural scene is becoming more vibrant and diverse each year with established traditional and voluntary arts groups such as classical choirs, local theatre groups and open studios projects sitting alongside an emerging fringe and festival scene. It has professional arts organisations and practitioners that work across the county and further afield. A summary of arts practitioners and organisations is shown at Appendix B. Residents have a wide choice when it comes to arts events and activities, but many do not currently access these, because of some of the barriers mentioned above.

We aim to work in partnership to address some of these challenges through our action plan.



*Guildford Borough's Big Draw*

## 1.9 Local strategic context

The Arts Development Strategy sits under the Council’s Corporate Plan and links to other strategies such as the Health and Wellbeing Strategy, Visitor Strategy and the Public Art Strategy. There are also links with the Sports Development and Play Strategies.

The *Council’s Corporate Plan 2015-2020* sets out five themes that support the vision and outcomes for the borough. The Arts Development Strategy contributes to a number of these themes, including:

- Our Society by ‘improving public health and wellbeing’ and ‘encouraging self-reliant communities, particularly in our less advantaged areas’
- Our Economy by ‘improving skills and employment opportunities’
- Our Borough by ‘ensuring an attractive, competitive, multi-faceted and vibrant town’.

### Other local strategies:

The Council’s *Health and Wellbeing Strategy 2017-2022* has five priorities, two of which the Arts Development Service can focus on:

- developing a preventative approach
- promoting emotional wellbeing and mental health.

We can also contribute to improving children’s and older adults’ health and wellbeing.

The *Visitor Strategy 2014-2020* highlights the importance of arts and culture in improving the visitor experience of Guildford and providing an additional reason to visit. We will work with partners in tourism to help promote and add to our vibrant and diverse arts scene.

The Arts Development Strategy informs our Public Art Strategy 2018-2023, which recognises how important community engagement is in creating a successful public art project. We believe it is more useful to think of public art as the process of artists transforming the public realm by working with other designers and the local community rather than defining public art by its end result, for example a sculpture or lighting. The creative process of developing ideas and community building is a valuable part of place making - the process of creating quality places in which people want to live, work and play. Through creating new work which is inspired by and responds to specific sites and communities, public art has the capacity to make a real difference to people’s experience of Guildford whether as residents or visitors.

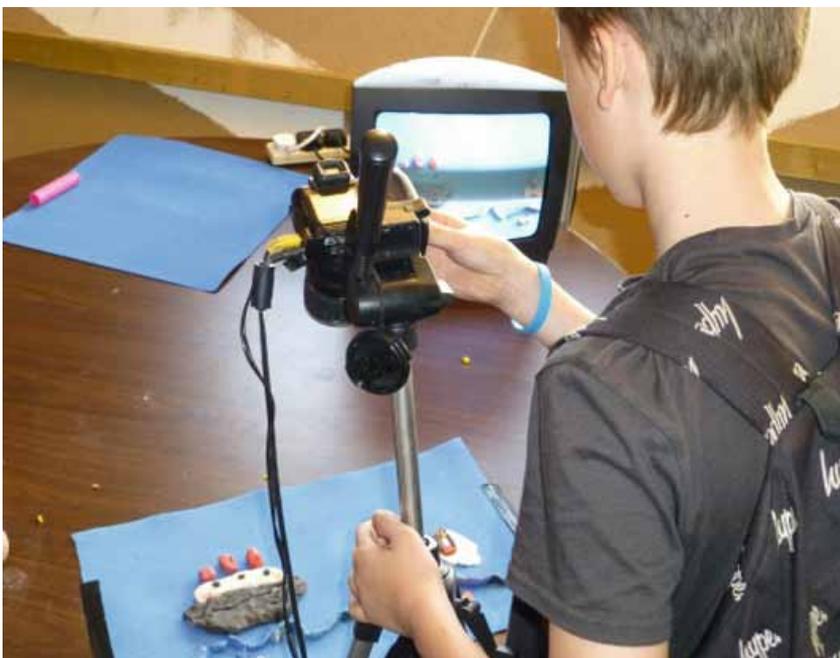
Cultural Olympiad event



### Arts Development in the borough

The Council's Arts Development Service consists of one full-time post with an operational budget of £10,000 per year. The overall aim of the service is to increase opportunities for residents to be inspired by, experience and take part in high quality arts activities and events. Partnership working is a fundamental part of the service. We bring people together from within and outside of the arts, recognising that the skills, resources and knowledge of each partner will extend access for our residents. This gives us the ability to make best use of resources and lever in external funding to maximise opportunities, while supporting organisations who are best placed to provide a service.

Take On Me - Image by Justin Jones



We programme arts activities on our **FISH** (Fun in the School Holidays) play scheme, which attracts over 300, 10-16 year olds from across the borough. We have artists in residence each week to provide a diverse programme of activities including animation, circus skills, acrobatics, dance, crafts, filming and drama. We aim to provide a diverse range of activities, which the young people may not otherwise have the chance to try.

The **Big Draw** is a programme of free arts workshops across the borough for all ages. In 2016, the month long event offered a varied programme of workshops ranging from the creation of the People's Paper Cathedral through to exploring the Fibonacci number sequence using charcoal and chalks. In total, 11 different workshops were held in the town centre and in communities across the borough. The programme attracts 400 to 500 people each year. When asked what they enjoyed about the workshops, people responded *"All sorts of ages and abilities working together - absorbed in the activity"*, *"being able to have a go at using materials I wouldn't usually be able to access."*



The Arts Development Service is also responsible for developing and delivering public art projects and drives the community consultation element of these projects. Public art projects include **Silver Shoon** where artist Charles Normandale was commissioned to create his idea of fish swimming amongst reeds. His project refers to both the natural environment of the River Wey and the industrial heritage of the Woodbridge Meadows area by using corten steel, a very durable material that is used widely in industry. The project included activities with a local school and a public workshop to involve people in the project.

## 1.10 Informing our strategy

As part of the process of producing this strategy, we have consulted on the first draft through three methods:

- an online survey that was open to everyone
- focus groups and interviews with people that often face barriers to the arts
- a stakeholder event aimed at artists, arts and community organisations.

It is important to note that a significant amount of the consultation feedback was directed at venues, other organisations and other Council departments, not the Arts Development Service (ADS). The consultation has clearly demonstrated that the ADS can get lost in the broader arts and cultural landscape. Partnership working, whilst extremely effective, can leave the service vulnerable to a lack of identity. Broadly, the consultation indicated that people did not seem to understand the capacity and role of the ADS. This is something that we need to address in our action plan. The consultation also showed that a number of key arts and community groups wanted more opportunity to meet and discuss the broader arts scene, asking that the Council could support this.

### Feedback on the draft strategy

The consultation broadly demonstrated support for:

- the overall content of the strategy was suitable
- the themes, priorities and vision being relevant and should be the basis of the final version
- number of qualities recognised within the strategy, which were valued through the consultation including the inclusion of young people and the health and wellbeing themes
- the intrinsic value of the arts emphasised more and the existing arts offer better celebrated
- simpler and more exciting wording.

We have considered this feedback in the final version of this strategy.

### Local barriers to the arts and ideas to address them

When asked what would make them want to take part in arts activities, people's top three answers were:

**1. cheaper arts activities, especially for young people**

**2. more information about what is on offer**

**3. having arts activities as part of other events or venues.**

Other barriers people mentioned included a lack of inclusion, location, limited resources and lack of usable spaces. Specifically, there was criticism of the lack of accessibility to key buildings and spaces and a number of people argued that there were access issues for young people. There was also mention of stigma and feelings of exclusion for gypsy and traveller communities.

Stakeholders came up with some ideas to address barriers to the arts:

- organising arts opportunities where people already go such as pubs and cafes
- delivering arts tasters as part of well-known events and festivals
- delivering local neighbourhood arts projects
- fear of the unknown or attending alone, could be addressed with ambassadors, mentors and activities aimed at the whole family.

Working with children and young people should be a priority as the consultation recognised early experience of the arts as important.

continued ►

### Communications

Another key theme across the consultation was communication, with a need for support to better promote what is happening and raise awareness of the local arts scene.

When asked about current arts provision:

- most people knew of several arts venues and had positive comments about these
- very few people had heard of the Arts Development Service or knew about any projects other than the Big Draw
- several people talked positively about the Big Draw project and had ideas for future improvements, particularly around outreach and promotion
- there was recognition that the arts provision as a whole is getting more relevant and diverse
- many felt provision could still be improved and that the strategy is important in recognising this.

### Training, support and advice:

There was enthusiasm for training and continued professional development (CPD) opportunities for artists, both from artists themselves and from arts venues and organisations.

- Most artists said they would pay £10-£50 per training session.
- All professional arts organisations or venues said they would like support with developing arts activities with and for children and young people as well as vulnerable people.

There was a desire for a better relationship with the Council to receive:

- support working with other departments in organising and advertising events
- more information about Council funding and support with funding bids
- help facilitating links with local businesses to improve sponsorship opportunities
- support with promoting arts events to Council staff
- better coordination of events to avoid clashes - events calendars run by the Council and Guildford Arts which could be promoted and utilised more.

### Networking and partnerships:

- only a fifth of individual artists said they were part of a networking group
- several networks exist
- no one universal network that everyone wants to attend
- stakeholders felt the Council should be promoting opportunities for partnership working and networking between different providers
- inclusion of partnership working in the strategy well received- more detail on what this would involve.

Collectively, the consultation provided support for the draft strategy. It has shown high levels of enthusiasm for the arts and has presented a diverse and interesting set of opportunities and suggestions that the Council will consider when shaping future delivery of services and initiatives on both a community level and a borough wide level.

### Annual action plan (Appendix A)

We will measure delivery of the vision and themes of this Arts Development Strategy through an annual action plan. Where appropriate, we will have targets that are specific, measurable, achievable, relevant and timed (that have a deadline).

We will establish an Arts Development Strategy review panel. This panel will comprise of key partners from the project board, key officers and the lead councillor. Other councillors currently sitting on the project board will be invited to join the review panel to give cross party representation. This panel will drive our annual goals. A review of the action plan will be twice per year, in June to review progress on current targets and then in December to set new targets for the coming year.



Silver Shoon Community workshop



**“ Arts bring  
people  
together ”**

Guildford borough  
resident

Youth Drumming Workshop



## 2. Vision and priorities

### 2.1 Our vision and values

Our vision for arts development in Guildford is:

**A place where everyone can enjoy great arts**

#### Our values:

- quality and excellence - supporting our arts practitioners and organisations to provide the best possible experience for our residents
- opportunities for all - we think that everyone should have the opportunity to take part in or experience the arts, regardless of circumstances such as low income or disability
- diversity - we want to celebrate the arts in all its forms and aim to include all cultures in our community
- value for money - ensuring we get the best value for our residents and maximise our resources through partnership working and co-creation.

What do we mean by quality and excellence? The Council aims for excellence from its staff, partners and artists. We aim to support artists and arts organisations so that all our residents have the opportunity to take part in great arts. For our residents, the emphasis is firmly on the process of taking part and enjoying the arts - not on the end result, which is for the Council and the artists to manage.

#### Putting our values into practice

We will use these values to guide how we approach projects and partnerships. We commit to being open about how we work with partners including artists and arts and community organisations and we will strive to be as inclusive as possible in all our projects by:

- reviewing how we pay artists, making it clear what we expect in return and continue to improve our recruitment process so that it is as transparent and widely advertised as possible
- providing more information on how we approach partnerships, how we select new partners and how we will promote these opportunities
- continuing to improve how we include people with disabilities when planning projects, from choosing accessible venues to speaking to stakeholders such as Daisy (Disability Arts in Surrey) to ensure we are meeting peoples' needs
- continuing to improve the way we reach out to people in the community who are seldom heard, such as ethnic minority groups, isolated older people, children and young people and those on lower incomes
- continuing to work closely with Arts Partnership Surrey and our colleagues in the Council to ensure we are supporting artists to provide the best quality arts for our residents.

### 2.2 Our key priorities

Working with our partners, we will:

- increase accessible opportunities for people to experience great arts
- create and develop more opportunities for people to take part in arts activities
- improve people's understanding of the wide-ranging benefits of the arts
- work with communities to co-create arts activity that addresses local need
- support the development of our arts practitioners and organisations.

## 2.3 Our outcomes

By 2023, by working in partnership we will have:

- increased opportunities for residents to enjoy and co-create arts activity, reaching more people who are not yet taking part
- improved people's quality of life and wellbeing through reducing barriers to great arts experiences
- provided support for local arts practitioners and groups to inform, inspire and enable delivery of great arts activities
- raised awareness of the wider benefits of the arts, particularly their impact on our health and wellbeing.

## 2.4. Themes and objectives

Our proposed themes, drawn from national policy and local knowledge, are:

- Taking part - widening participation and working with communities
- Health and wellbeing
- Making a case for the arts
- Supporting artists, arts and community organisations.

### Taking part - widening participation and working with communities

Our priorities are to:

- support and initiate projects which provide affordable and inclusive arts opportunities for residents, such as The Big Draw, FISH (Fun in the School Holidays) and Arts Partnership Surrey projects
- support and initiate projects that encourage co-creation, inspiring more people to shape and make their own arts experiences
- work with partners to identify and reduce some of the key barriers to participation locally
- work with partners to provide arts projects in less advantaged communities that respond to local need
- include workshops, artist in residence programmes and consultation with local residents as part of public art projects
- promote existing digital arts provision such as the Get Creative project
- develop partnerships with providers of arts for children and young people through formal and informal education and youth settings.

**“ Mental health and wellbeing can be helped by the arts intrinsically, not to mention via the feeling of community and hope from being part of a vibrant town with many arts and culture activities to help people feel like there is a niche for them and like-minded people ”**

Guildford borough resident

## Health and wellbeing

Our priorities are to:

- run a pilot project with Arts Partnership Surrey to engage residents in an arts programme that focuses on improving mental health and wellbeing
- develop a shared understanding of how taking part in arts activities can be used as a form of prevention in relation to health and wellbeing
- build relationships and awareness across the voluntary and health sectors to encourage the use of arts as part of health provision
- work with partners to improve the way we evaluate arts and health projects
- work with partners to develop our dementia friendly arts offer.

## Making a case for the arts

Our priorities are to:

- raise awareness of the impact that the arts can have on health and wellbeing, community development and the economy
- challenge the idea that some forms of arts are only for people from certain backgrounds by reviewing how we promote arts activities and working with partners to reach people who are not taking part
- promote local festivals, cultural venues and other arts organisations, and support the development of their outreach / education programming.

## Supporting artists and arts and community organisations

Our priorities are to:

- seek to include opportunities for early career artists in projects such as Big Draw, FISH, and Arts Partnership Surrey projects
- work with Arts Partnership Surrey to develop relevant training and networking events for mid-career artists and practitioners
- develop training for early career artists, community groups and organisations who wish to work with communities
- provide information to arts practitioners and organisations on local funding, training and other opportunities
- maximise the Arts Development Service budget by working on joint projects with local and regional partners and exploring new funding models with our partners.

### Appendices

|            |  |
|------------|--|
| Appendix A | Annual action plan published annually - <a href="http://www.guildford.gov.uk">www.guildford.gov.uk</a> |
| Appendix B | Summary of arts practitioners and organisations updated annually                                       |
| Appendix C | Local audience profiles  |
| Appendix D | Bibliography and further reading   |

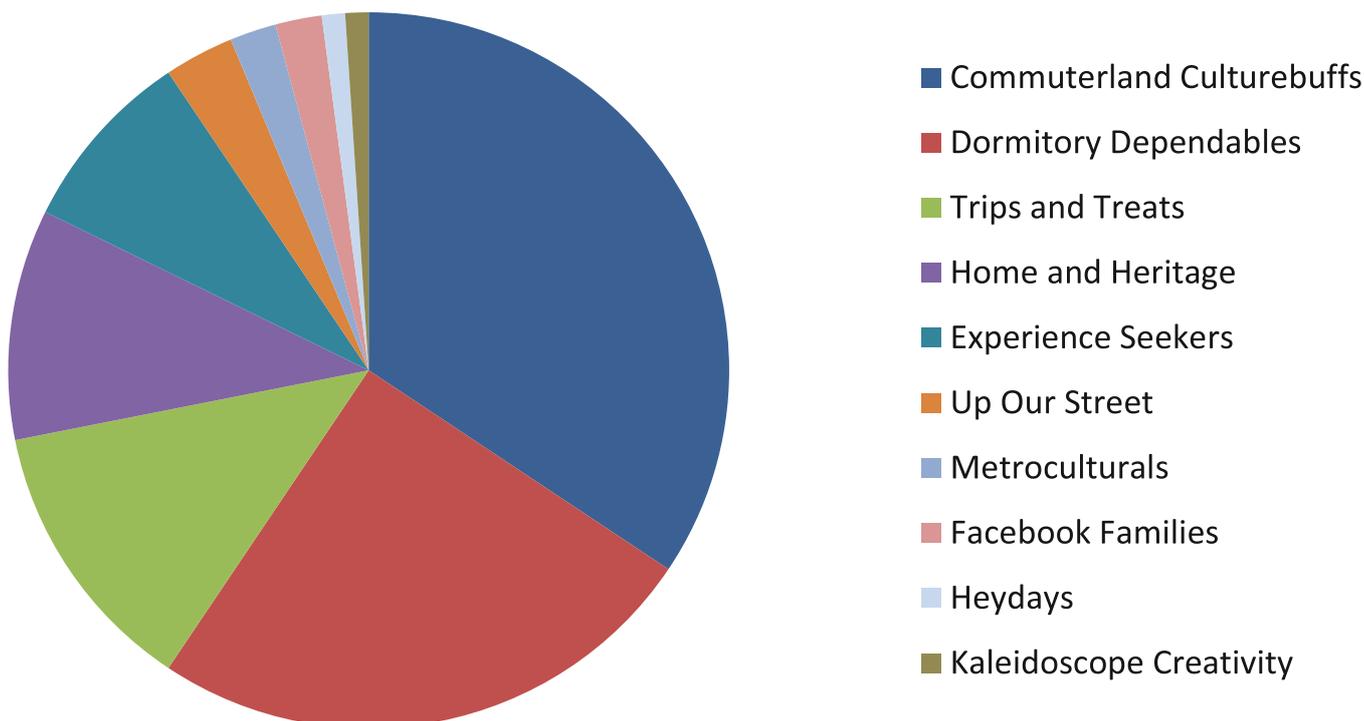
## Appendix C - Audience segmentation in the borough

The Audience Agency aims to give people better access to culture, for the public good and the vitality of the sector. They have created an audience segmentation tool and have created ten main categories of cultural audiences:

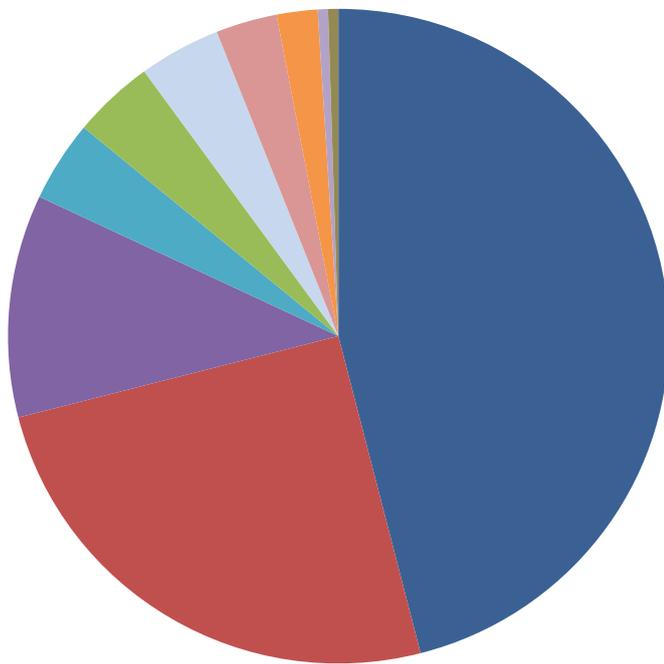
- **Commuterland Culturebuffs** - affluent and professional consumers of culture
- **Dormitory Dependables** - generally live in suburban and small towns, interested in heritage activities and mainstream arts
- **Experience Seekers** - highly active, diverse, social and ambitious, engaging with arts on a regular basis
- **Facebook Families** - younger suburban and semi urban, enjoy live music, eating out and pantomime
- **Heydays** - older, less engaged, would be most likely to take part in crafts, knitting and painting, often in sheltered housing, church group or community library
- **Home and Heritage** - from rural areas and small towns, like daytime activities and historical events
- **Kaleidoscope Creativity** - mixed age, low engagement, most likely to attend free local events, outdoor arts and festivals
- **Metroculturals** - prosperous, liberal urbanites, interested in a very wide cultural spectrum
- **Trips and Treats** - likes mainstream arts and popular culture, influenced by children, family and friends
- **Up Our Street** - modest in habits and means, likes popular arts, entertainment and museums.

Using the Audience Agency’s Audience Finder tools, we can see that in the South East the majority of arts and culture audiences are Commuterland Culturebuffs and Dormitory Dependables. Along with Trips and Treats and Home and Heritage, these audience profiles make up over 75% of the sector. The rural areas surrounding Guildford follow the regional profile quite closely, but the picture looks very different in the town centre, and is different again in one of our less advantaged areas.

### South East Audiences

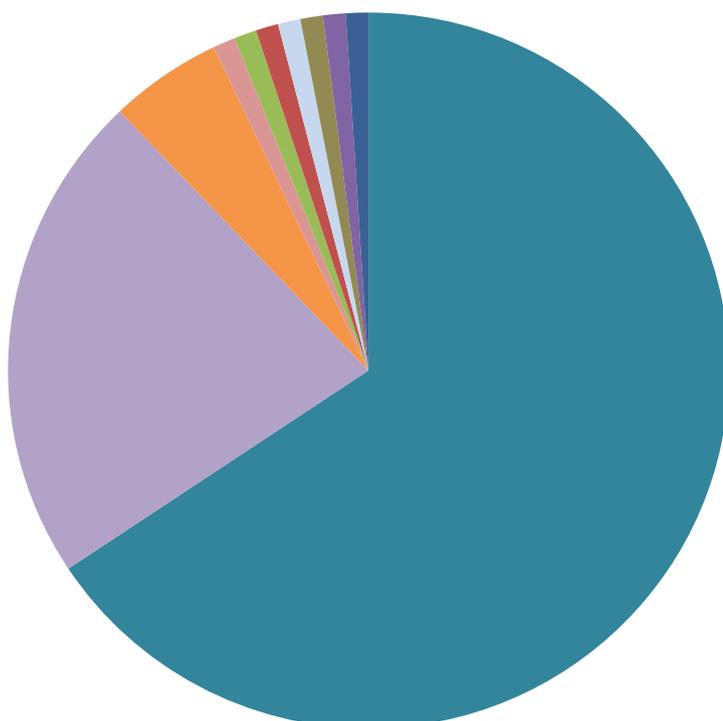


## Rural areas - Shalford and Chilworth as an example



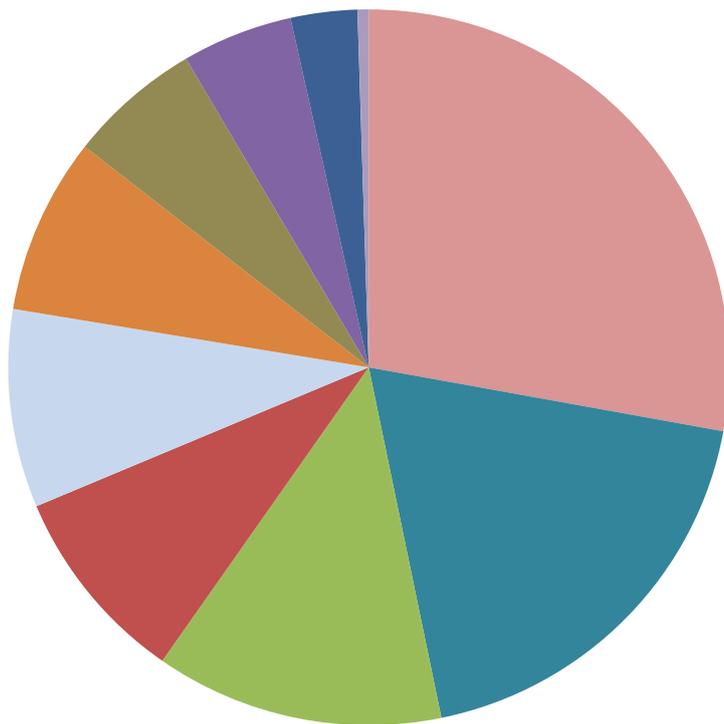
- Commuterland Culturebuffs
- Dormitory Dependables
- Home and Heritage
- Experience Seekers
- Trips and Treats
- Heydays
- Facebook Famililes
- Up Our Street
- Metroculturals
- Kaleidoscope Creativity

## Guildford Town Centre



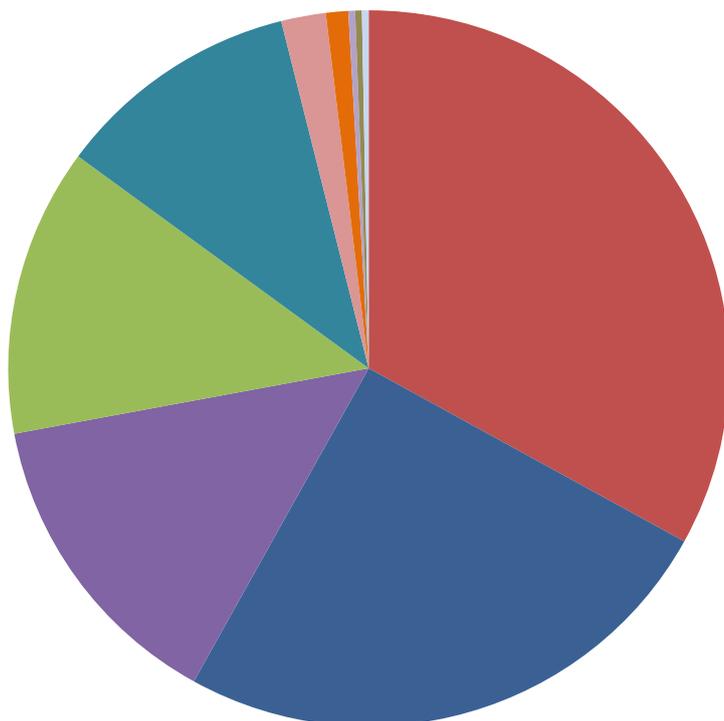
- Experience Seekers
- Metroculturals
- Up Our Street
- Facebook Famililes
- Trips and Treats
- Dormitory Dependables
- Heydays
- Kaleidoscope Creativity
- Home and Heritage
- Commuterland Culturebuffs

## Westborough



- Facebook Families
- Experience Seekers
- Trips and Treats
- Dormitory Dependables
- Heydays
- Up Our Street
- Kaleidoscope Creatives
- Home and Heritage
- Commuterland Culturebuffs
- Metroculturals

## Ash Vale



- Dormitory Dependables
- Commuterland Culturebuffs
- Home and Heritage
- Trips and Treats
- Experience Seekers
- Facebook Families
- Up Our Street
- Metroculturals
- Kaleidoscope Creativity
- Heydays

## Appendix D- Bibliography

### Guildford Borough Council strategies:

|   |           |
|---|-----------|
| Corporate Plan                          | 2015-2020 |
| Guildford Health and Wellbeing Strategy | 2017-2022 |
| Guildford Visitor Strategy              | 2014-2020 |

### External strategies and research

| Publication Title  | Organisation / Publisher                        |
|--|---|
| Arts Audiences: Insight 2011   | Arts Council England (ACE)                      |
| Building whilst Flying: learning from the Creative People and Places Programme | Ruth Melville and Ben Morgan on behalf of ACE   |
| Corporate Plan 2015-2018   | ACE   |
| UN Convention of the Rights of the Child                                       | Children's Rights Alliance for England          |
| Create: Making a case for the arts and culture                                 | ACE   |
| Creative Industries Economic Estimates 2016                                    | Department for Culture, Media and Sport (DCMS)  |
| Culture White Paper 2016   | DCMS  |
| Holistic Approach to Valuing Culture   | DCMS and Arts and Humanities Research Board     |
| Index of multiple deprivation 2015   | Department for Communities and Local Government |
| Strategic Economic Plan 2014-2020  | M3 Local Enterprise Partnership                 |
| Stoke and Westborough Health Needs Assessment                                  | SWAG  |
| Taking Part Survey 2016-17   | DCMS  |
| What it does to you: Excellence in Creative People and Places                  | ACE (Consilium Research and Consultancy)        |



Lakeside public art project community workshop with artist Ruth Wheeler



*Youth Drumming Workshop*



*Vitamin G Project*



*Making Surrey*

## Contact Details

Arts Development Officer

Email: [artsdevelopment@guildford.gov.uk](mailto:artsdevelopment@guildford.gov.uk)

Phone: 01483 444767

Further contacts and information:

Department of Culture, Media and Sport: [www.gov.uk/government/organisations/departments-for-digital-culture-media-sport](http://www.gov.uk/government/organisations/departments-for-digital-culture-media-sport)

Arts Council England: [www.artscouncil.org.uk](http://www.artscouncil.org.uk)

Arts Partnership Surrey: [www.artspartnershipsurrey.org.uk](http://www.artspartnershipsurrey.org.uk)



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