

Impact Arts' Artistic Strategy

Introduction

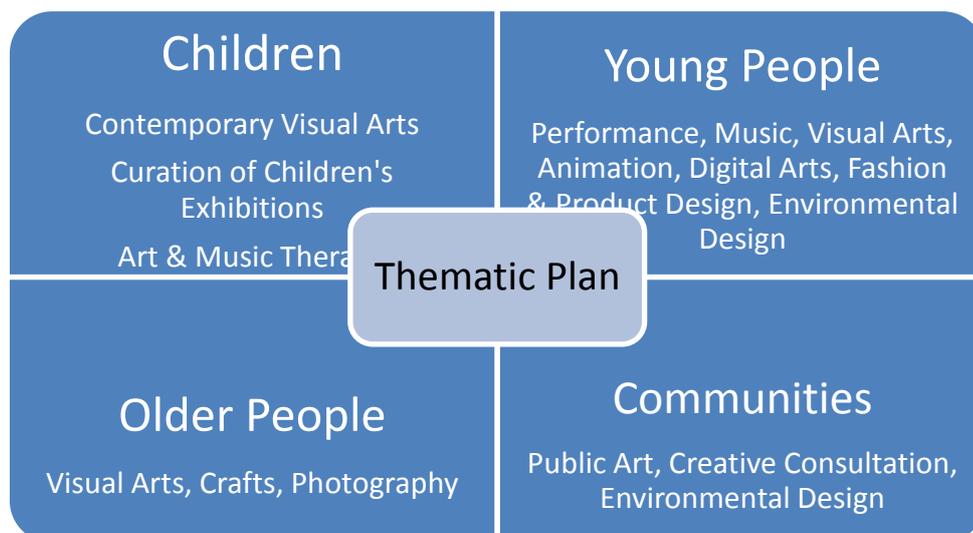
The Artistic Strategy is a main platform of Impact Arts 2020 Strategic Plan which was approved by the Board of Trustees in October 2016. The Artistic Strategy sets out the principles of our creative design, development and delivery which allows the Board, staff and stakeholders to make strong and informed choices about the creative and artistic opportunities that should be pursued. The Artistic Strategy promotes and celebrates creativity at all ages, levels and in all combinations.

Artistic Strategy's Principles

All future creative and artistic activities are assessed according to how they contribute to the following principles:-

1. Our first strategic objective in our 2020 Plan: to be Scotland's leading community arts charity which achieves a parity of esteem of artistic excellence alongside maximum social impact.
2. Engaging people in creative engagement which is challenging, risk taking, contemporary and multi disciplinary
3. Encouraging our partners and participants to expect artistic excellence as the outcome in all that we deliver together.
4. Ensuring our work aligns to national policy, specifically Creative Scotland's 10-Year Plan 2014-2024: Unlocking Potential Embracing Ambition and specifically its Strategy 2016-17.

These principles allow us to gauge the value of the work we undertake. If there is no particular benefit to any of these areas, then it is unlikely that the activity, however worthy in itself, will take precedence in the artistic programme.



Implementation

Consistent with our 2020 Strategic Plan and 4 core Thematics, we will operationalise the Artistic Strategy. The following section provides a three year overview.

Content:

- We will actively engage with the Cultural Strategy in each of the local authority areas in which we operate, ensuring our voice is heard in shaping policy as well as fully aligning our programmes to existing local policy
- We will deliver programmes across all art forms, employing specialists from each area
- Our cross cutting themes of Environment and Digital will be woven throughout our programming
- We will employ the best artists to design and deliver our programmes

People:

- We will continue our long established tradition of bringing new audiences of all ages and abilities to the arts and creativity
- We will prioritise engagement with those people and communities in the bottom 15% areas deprivation in artistic work which is relevant to them and their lives, while ensuring their voice is ever present in the work created
- We will value and recognise the achievements of our artists and place unquestionable value on our creative delivery team through our Communications and People Plan
- In 15/16, nearly 60% of our total income was invested in our people with nearly 30% of our total people cost invested in freelance artists. We worked with 120 artists across Scotland. As such we are an employer and commissioner of a large artistic talent pool. We will continue to offer a model of best practice in employing artists in participatory arts guided by market-rate pay, training and working conditions
- We will collaborate with like-minded partners to invest in the next generation of community artists through the re-introduction of the Artists Mentoring Programme (AMP) and ongoing professional development opportunities

Advocacy:

- We will campaign for the power of the arts and creativity to impact positively on the lives of all the people living in Scotland today
- Patrons and Ambassadors:- David Shrigley continues as our Patron for Children. We will add to his role by appointing at least 2 other thematic artistic Patrons for our work with Young and Older People
- We will seek out appropriate opportunities for us to present our work and findings at forums challenge wider society's perception of 'community' and 'participatory' arts
- We will continue to develop innovative partnerships and collaborations with non art partners including housing, health, employability which brings new audiences to the arts

Evaluation and Recognition:

- We will adopt Creative Scotland's Quality framework (<http://www.creativescotland.com/resources/professional-resources/research/creative-scotland-research/developing-a-foundation-for-quality-guidance>) and Artworks Scotland Is This The Best It Can Be? Toolkit to evaluate the quality of experience, creative content and outcome of all our projects. This is captured as a key outcome in our 2020 thematic plans and will be reported on to the Board

- At thematic levels, we have clear plans in place to improve the data gathering, reporting, analysis and evaluation of our creative work (and its impact) on our 4 core audiences.
- We will continue to seek formal recognition for our work through Awards

Governance:

- We will ensure artistic representation on our Board is involved and influences the ongoing development of the Artistic Strategy. Bi-annually, our artistic programme will be reported to the Board.
- We will explore potential to establish an artistic advisory group of partners and artists who will meet bi annually to evaluate the artistic strategy and to lead on planning of artistic developments

Summary

Impact Arts will leverage proven track record in our creative, arts based, approach to programme design and delivery.

Our people (support and creative) is key to the successful delivery of our Themes and flagships programmes. The appointment of Patrons/Ambassadors will further profile the role and importance of our work.

We will continue to develop our artistic/creative approach to ensure that stakeholders and participants experience the power of creativity in changing their circumstances and lives.

Fiona Doring
Director
January 2017