



# Arts Council England Corporate Plan 2015-18



Artform appendices:  
Combined Arts

Over the next three years, we will support excellence, talent and leadership in combined arts, as well as improve the range, scale and quality of what's on offer for audiences at outdoor events, festivals and carnivals. A core aim is to improve resilience in the combined arts in a way that enables organisations and individuals to excel at a time of reduced funding. We will also carry out research to better understand audience demand for arts activities in non-traditional contexts so that any gaps can be targeted.

### Goal 1: Excellence is thriving and celebrated in the arts, museums and libraries

We will:

- improve the quality of large-scale work outdoors and at festivals, supporting this to tour internationally
- develop research and development talent hubs across the country in order to extend the range of artists and product for the outdoor arts
- support the development of European festival partnerships and networks
- support the carnival sector to raise the quality and profile of carnival arts
- work with The Audience Agency to profile

and understand new kinds of audience for event-based work

### Goal 2: Everyone has the opportunity to experience and be inspired by the arts, museums and libraries

We will:

- support a national debate on new and best practice in community and participatory arts
- work with the British Film Institute to improve technical, programming and content development in cultural screen venues
- work with broadcasters to raise the digital profile of festivals and carnivals
- work with English Heritage, the National Trust and the Forestry Commission to support the commissioning of quality work across their infrastructure

### Goal 3: The arts, museums and libraries are resilient and environmentally sustainable

We will:

- develop the potential of international markets for outdoor arts, festivals and carnivals through supporting showcases in the UK and abroad

- explore new funding models for the outdoor arts, festivals and carnivals

### Goal 4: The leadership and the workforce in the arts, museums and libraries are diverse and appropriately skilled

We will:

- work with the National Partnership of Arts Centres on leadership and talent development initiatives to improve the career progression of artists and leaders across the arts
- work with carnival organisations to support skills development with a focus on international partnerships

### Goal 5: Every child and young person has the opportunity to experience the richness of the arts, museums and libraries

We will:

- work with higher education partners to improve practice in the outdoor, participatory and community arts
- build on the demand for quality products for families, children and young people in festivals, outdoor arts events and arts centres