



Arts Council England  
Corporate Plan  
2015-18



Area appendices:  
North

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

We will:

- maximise the benefit of economic growth in Northern city regions to the area's cultural ecology, working with local authority partners to position culture within plans – for instance, Leeds's bid to become the European Capital of Culture
- contribute to the development of the Manchester Factory concept, in terms of its impact on the arts ecology
- support Hull to deliver its planned programme for 2017 as City of Culture and to secure its legacy
- encourage clusters and critical mass in particular artforms and in particular locations to build the capacity to sustain artists at different stages of their career: this will include establishing Leeds as a national hub for dance, by supporting dance organisations in the city, building a critical mass of training, production and presentation, and working with the local authority and other partners
- support writers in the North by building on existing partnerships with the BBC and others

- build strong partnerships with local authorities and significant sectors, especially higher education, tourism and health to develop place-based cultural plans
- improve conditions for talent development and retention, making the North a place where artists are more able to train, work and create a career
- encourage the development of the North Higher Education Forum and widen its engagement, especially to Russell Group universities, and include universities in 'single conversation' meetings with local authorities

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

We will:

- create access to arts opportunities in rural areas through National partner organisation and Major partner museum investment in organisations, strategic touring, and support to festivals and voluntary promoters through Grants for the arts
- develop the cultural infrastructure in a number of smaller towns and cities in the North
- develop art in unexpected places, focusing on outdoor work, festivals, arts in heritage

and partnerships with environmental and land management sectors, including support to the Northern Light Festivals network and a second Yorkshire Festival in 2016

- continue to monitor and support the delivery of Creative people and places projects in the North to increase engagement
- encourage strategic touring bids that benefit areas in the North with low engagement

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

We will:

- support cultural organisations in the North to improve their sustainability and governance to become more resilient
- identify and strengthen organisations that are most vulnerable, through resilience funding if appropriate
- increase the profile of culture within Local Enterprise Partnership plans in the North
- support the work of Visit England to increase tourism to the North building on the Cultural tourism programme
- develop a greater international dimension to culture in the North, both in terms of import and export, especially in festivals, visual arts and dance

- utilise international visitor data, and data from universities on international markets, to identify countries with the potential to build stronger links in the North, and encourage development of international partnerships between cultural organisations and between city regions

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

We will:

- increase our efforts in areas that have some of the lowest levels of engagement in the country and continue to monitor progress on Creative people and places projects in the North
- identify target areas and prioritise Grants for the arts' advice with a view to increasing the number of successful applicants from under-represented areas
- promote understanding and practice of the Creative case for diversity and work to increase the diversity of the workforce and leadership of the arts and culture sector in the North

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

We will:

- increase the amount of high-quality work produced for children and families available for area and national touring, especially where there are gaps in available product, building on current strengths in small-scale theatre and youth theatre
- encourage further development of distinctive children's and young people's festivals in the North
- support the three In Harmony programmes in the North to collaborate further, to disseminate research findings and develop practice models transferable to other areas of low engagement
- support innovative, place-based approaches to increase engagement of children and young people in arts and culture as producers, participants and audience
- encourage development of a talent continuum from school or out-of-school-hours engagement into youth arts activity, training and professional practice across all art forms as part of the area approach to talent development and retention