



Arts Council England  
Corporate Plan  
2015-18



Artform appendices:  
Visual Arts

Audiences for the visual arts are healthy and growing, but artists need the right support to allow their work and businesses to flourish.

Over the next three years, we will take an artist-led approach to strengthening the visual arts sector, working in key locations across the country.

At the heart of this will be a locally focused campaign to support artists to extend their work and reach more people. We will also seek to attract a more diverse range of practitioners to the sector, and will ensure that our resources are targeted effectively by continuing to develop robust methods of measuring success.

We will continue to work in partnership with sector organisations such as the Contemporary Visual Arts Network, Crafts Council and Craft Net to ensure the sector is well networked and resilient.

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

We will:

- identify the needs and opportunities of 'clusters' of artists across the country to enable us to decide where best to target our support

- maximise the impact of our support to these clusters by seeking partners such as National portfolio organisations, Contemporary Visual Arts Networks, higher education institutions, local authorities and Local Enterprise Partnerships
- support grassroots artist-led work within our clusters, for instance through small spaces and critical-writing initiatives
- establish an evidence-based method of measuring success to support clusters, if necessary commissioning a study on trends in artist livelihoods and locations
- support initiatives that enable makers, artists and curators to build their international profiles, in partnership with the British Council

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

We will:

- map the public reach of our investment in the visual arts in order to monitor our progress in reaching new audiences
- support the development of visual arts' activity outside traditional gallery spaces to create 'an expanded estate' to bring work to new audiences; and maintain partnerships with heritage organisations (for example the National Trust, Forestry Commission and

Canal and River Trust) and encourage new capacity in museums and libraries

- support the visual arts' infrastructure to tour shows and promote co-commissioning
- invest in new high-profile homes for the Arts Council Collection, utilising partnerships with galleries and curators to create a new touring network and drive digital innovation

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

We will:

- enhance and maintain the provision of affordable places for artists to work in, by investing in studio and workspace projects that provide long-term leases and are supported by sustainable business models
- work with the Contemporary Visual Arts Network and Plus Tate to explore the potential for new tax breaks in order to keep the sector ambitious
- support artist-focused gallery models outside of London to develop new international markets
- increase the resilience of the visual arts' sector by encouraging new philanthropy initiatives to develop new patrons and collectors, with a particular pilot in the South West

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

We will:

- promote greater sector collaboration on diversity, exploring opportunities to link up museum and visual arts' sector initiatives that support professional and leadership development
- support National portfolio organisations to implement new standards of fair pay in order to reduce financial barriers to maintaining artistic careers

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

We will:

- support National portfolio organisations to encourage the take-up of the Arts Award by young people
- invest in large-scale initiatives that support young artists and makers, such as the National Art and Design Saturday Clubs and Crafts Council initiatives