

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

If you would like this document in a different format such as large print, please contact Leisure Services.

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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:

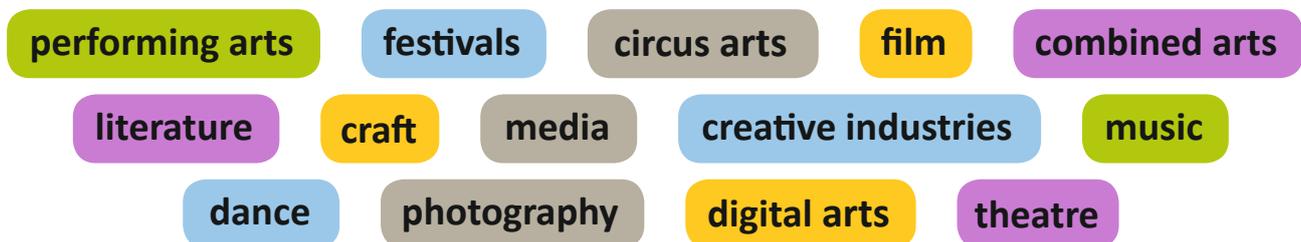
A place where everyone can enjoy great arts

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



Youth Drumming Workshop



Vitamin G Project



Making Surrey

Contact Details

Arts Development Officer

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Further contacts and information:

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

Arts Council England: www.artscouncil.org.uk

Arts Partnership Surrey: www.artspartnershipsurrey.org.uk



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