

ARTS COUNCIL
ENGLAND

A vision for the arts in the North East



Introduction

Arts Council England, North East is the region's funding and development agency for the arts. We are part of Arts Council England.

Our work will build upon the strong track record of arts development in the North East.

We believe the arts have a major role to play in redefining the region bringing quality of life to both rural and urban communities.

Cover: Communion by Julie Livsey, Tynemouth Metro Station. Photo: courtesy of the artist.

Opposite: The Atlantis Project, artist and photographer Sharon Wilson.



Our vision for the arts in the North East is to:

- position the arts at the heart of the North East's social and economic revival, making it a factor in all aspects of local and regional planning
- make the North East the best place in the UK to live and work as an artist
- invest in gifted individuals, keeping talent in the region
- use the North East as a pilot region for addressing the terms and conditions of artists
- deliver a sea change in opportunity, participation and attendance in the arts by finding innovative ways of delivery
- address the lack of arts infrastructure in the Tees Valley
- promote the region in Europe and the rest of the world, as a centre for talent tourism and a natural host for world events
- make the region a leader in arts commissioning in the public and private sectors
- invest in outward looking arts producers, whose work reaches local, national and international audiences
- deliver our cultural diversity strategy and make a step change in the diversity of programming and employment in the region
- invest in the next generation of artists and audiences by developing arts in education opportunities in all parts of the region
- maximise the region's strengths in visual arts, new writing and street theatre and address major gaps including the lack of professional dance production

Opposite: Insides Out by Maddi Nicholson and Stuart Bastik, Water World, Prudhoe. Photo: Stan Gamester.



Our structure

Arts Council England, North East is made up of the following:

arts and development directorate

incorporating visual arts, performing arts and development

external relations directorate

incorporating communications and resource development

finance and operations

executive director

Together we cover:

- County Durham
- Northumberland
- Tees Valley
- Tyne & Wear

A Regional Arts Council of 15 representatives from across the region helps to shape and support the work of the North East office.

Our Chair, Paul Collard, is a member of the National Council.

Opposite: Not the End of the Pier, Dodgy Clutch. Photo: John Alevroyiannis, JK Press.



Visual arts

Visual arts provides specialist advice and support in projects, grants for the arts and networking.

The team works extensively with other agencies and clients including BALTIC, English Heritage and Northern Architecture, as well as artist-led organisations and galleries.

Visual arts is responsible for:

- architecture, crafts, installation, new media and photography, painting, printmaking and sculpture
- production including artists' resources, studio workspace, production facilities and professional development
- presentation and distribution including galleries and commissioning agencies, marketing and audience development, visual arts education, publishing, touring and curatorial development
- advice on all areas of commissioning

Opposite: Glass Virgin Mary by Goshka Bialek, Durham Cathedral. Photo: North News & Pictures.

Performing arts

Performing arts provides information about grants for arts projects and deals with questions specifically related to performing arts development.

Performing arts works extensively with organisations such as DanceCity and The Sage Gateshead, as well as the region's publishers and theatre companies. We also have strong links with music development agencies including Folkworks, Generator, Jazz Action, Making Music, the North Regional Brass Band Trust and 20,000 Voices.

Performing arts is responsible for:

- carnival, circus and street theatre
- dance, drama, mime and music including music and opera theatre
- live literature, new writing, publishing and writing for radio
- touring
- international arts programmes
- arts centres
- audience development





Development

Development is responsible for widening participation in the arts through developing inclusive programmes in cultural diversity and lifelong learning as well as working with disability arts and agencies.

Development is responsible for building upon our strong links with art and education including:

- arts education infrastructure, Artsmark and Creative Partnerships
- education activity within arts organisations and education agencies
- special arts college status
- under fives and youth arts



External relations

The work of the external relations directorate is divided into two areas of specialist support and advice.

resource development is responsible for:

- advising and assisting in the development of resources for the arts from a number of funding sources, including charitable trusts and European, private sector and regeneration funding
- leading partnerships with key regional agencies and regional government
- supporting creative industries
- fundraising advice and the fundraising library

communications is responsible for:

- corporate communications, press and public relations for the regional office
- specialist advice and guidance on press and public relations
- information services including fact sheets, website and newsletters
- promotional photographic and slide library

Our Special Initiatives Officer also provides project assistance throughout the regional office.

Finance and operations

Finance and operations provides the strategic planning and financial management of Arts Council England, North East. The team are responsible for all areas of human resources including staff recruitment and training, as well as maintaining our IT systems.

Finance and operations are responsible for:

- accounting and financial advice
- arts loans
- assistance with recruitment
- conference room bookings
- grant management





Making Music
on the line

Making Music
on the line

Funding priorities

Working within the framework of Arts Council England, we have agreed that our priorities are:

- helping arts organisations to ‘thrive not survive’
- the individual artist
- cultural diversity
- Creative Partnerships, young people and participation
- using Arts Council England as a lever for growth

Our own Regional Council has further decided on the following priorities as important for the growth of arts in the region:

- to work with established sub-regional partnerships
- to position the North East and its artists in Europe and the rest of the world
- to address the lack of arts infrastructure in the Tees Valley

We will invest in the arts via four key strands:

Regularly funded organisations for core investment in arts organisations

Grants for the arts for individuals, organisations and national touring

Flexible funds to facilitate partnership working

Creative Partnerships to involve artists in schools and education programmes

