



Maidstone Area Arts Partnership

Presentation to Heritage, Culture and
Leisure Committee, 7th March, 2017

Objective and Agenda

Start a dialogue

- Set Context of Arts, Culture and Heritage in the Voluntary and Community Sector
- MAAP's Ambitions
- Explore Next Steps?

Context

- Arts, Heritage and Cultural activities are thriving in Maidstone
- The Museum, Hazlitt Arts Centre, Proms in the Park and the Food and Drink Festival are the tip of the iceberg.
- There are well over 100 arts, heritage and culture related organisations that are active and moderately visible
 - 35+ Music groups
 - 35+ dance and theatre schools
 - 13 Historical Societies
 - 11 Active Retirement Associations + 3U3As
 - 5 Creative artists organisations
 - 4 Amateur Dramatic organisations
 - 3 Camera Clubs
- There are an unknown number of other/smaller organisations

Context

- Hundreds of organisation, thousands of people, perhaps half a million hours?
- Different
 - Focus – wide variety of genres
 - Structure – informal groups, charities, CICs and CLGs
 - Size - <10 and > 100
- Two things in common
 - Important to Maidstone's Heritage and Cultural ecology
 - Not covered by your formal plans or reflected in your KPIs

Importance of Cultural CVS

- Bedrock of our cultural social capital
- Significant contribution to individual health and wellbeing
- Important contribution to community cohesion
- Small but important economic contribution
- Not only no cost, but important source of charitable funding
- Not evenly spread, a factor in social inequality

Quantification?

- No comprehensive local figures
- Extrapolating from “Our Creative talent” –DCMS/ACE report
 - 160+ organisations – definitely more
 - 11,000 people engaged in creative activity
 - 1000+ management roles
- Local example – Energize
 - Engaged 30 -40 members in almost 3,000 hours creative activity
 - Engaged 2 professional staff - £4,000
 - Hire fees paid to local church of - £1000
 - Raise funds for other charities – around £1,500

Where does MAAP fit into all of this?

The background of the slide is a blue-tinted photograph of a historic stone building, likely a church or town hall, situated on a riverbank. The building features a prominent tower with a crenellated top and a tall spire. The river is in the foreground, and the sky is overcast. The overall scene is serene and historical.

Vision

All Maidstone
communities
flourishing through arts
participation

Mission

To represent and champion the needs of our arts community: Encouraging collaboration, seeking and developing new opportunities.

To respond to wider community needs: Improving social inclusion and encouraging individual participation.

Strategic Priorities

Representation

- Liaison with Maidstone Borough Council
- Grow MAAP membership to represent wider arts movement
- Secure media support

Opportunity Development

- Develop and support partnerships
- Work with venues
- Be at the forefront of planning and organizing multi-genre events
- Actively pursue funding/grant opportunities on behalf of members

Practical Enablement

- Support event promotion through our website, social media feeds and newsletter
- Support management skills development and sharing good practice for all members

Community development

- Encourage and provide opportunities for the wider community to participate in arts activities
- Support to local health and wellbeing framework through all our activities
- Identify wider community needs and feedback to member organisations

Strategic Plan

- Established following Strategy workshop in May 2016 – 2 year view
- Key elements
 - Map culture and heritage sector to
 - Estimate impact
 - Understand needs
 - Improve effectiveness of arts organisations by providing
 - Training in developing and implementing media strategies
 - Mentoring in audience development
 - Develop multi genre events
 - Establish an International Arts Festival
 - Support communities with arts based projects

Current Actions/Priorities

- Celebrating Jeffrey – multi organisational concert – 19th March
- Collaborate with WEA to create media training course
- Seek funding to promote “Singing Volunteers”
- Maidstone International Arts Festival 2017
- Epic Places – a programme being developed between MAAP, Voluntary Arts, BBC Local Radio and MBC
 - Improving voluntary arts infrastructure
 - Increasing arts participation
 - Supporting communities
 - Improving a sense of place

Maidstone International Arts Festival

- Ambitious – budget of £36,000, in collaboration with Baltic Exchange
- Theme Mars
- 3 restricted entry workshops led by professional performers
- The Mayor's Gala Concert with international and local performers
- Art Exhibition for local and international artists – Museum and Mall
- 8? Associated workshops for local school children
- Public engagement activity – painting by numbers
- Performances in Brenchley Gardens – 2 stages, music and dance
- Lectures in Museum Library
- Spaced themed installations and activities
- Funding of £8286 and support in kind of £1000 secured
- Funding applications to KAIF, Awards for All, and ACE in process
- Local business sponsorship being pursued

Next Steps

- Do the ambitions of MAAP and the HCL committee align?

If so

- How can we explore closer ties to
 - Provide mutual support
 - Avoid unintended competition
 - Exploit funding that might be available