



# Maidstone Area Arts Partnership

Presentation to Heritage, Culture and  
Leisure Committee, 7<sup>th</sup> 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?



## 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 – 19<sup>th</sup> 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