

Appendix 2

Summary of Feedback from Arts Organisations

Impact of the Arts Commissioning Grants

2012-13 £61,300 awarded to 11 organisations

2013-14 £58,200 awarded to 11 organisations

The focus of these grants is using cultural activity to support people and the economy in Herefordshire by commissioning organisations to deliver activity on behalf of the Council. Activities of all the organisations contribute to the following Council priorities:

1 Economy

Create and maintain a successful economy that

- Supports economic growth & connectivity (*includes broadband, local infrastructure, transport and economic development*)
- Makes Herefordshire more attractive to younger age groups for a more balanced age profile
- Supports the improvement and quality of our natural and built environment
- Has vibrant town centres with shops, restaurants and leisure facilities that keep people spending locally
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2 People

Enable residents to be independent and lead fulfilling lives

- People are physically and mentally healthy and stay healthy for longer
- Outcomes for children and young people improve
- There is access to excellent education and learning opportunities at all levels (*includes early years/schools/FE/HE/adult learning*)
- People are able to take more responsibility for themselves (*includes making healthy choices & focus on prevention*)
- People are more active in their communities and look out for the more vulnerable so they live independently

Key Impacts

- 1. The value of the Council's endorsement of the organisations activities particularly with other funders. All the organisations see the Arts Grants as essential for leveraging further funding and report on the value of the council endorsement with other funders.**

e.g. About Face Theatre Company over the last 2 years has received £12,000 which has led to leveraging of a further £26,000

e.g. In addition to the Herefordshire Council grant and the ACE grant (which when reviewed takes into account the level of council funding), Arts Alive generates at least £30,000 extra income from events, as well as extra investment from other funders such as Lottery and Sponsorship. They estimate that the Herefordshire Council grant is matched by a factor of 8

e.g. in 2012-13 £61,300 in grants paid out helped to realise a further £2 million of income across the organisations

2. The impact on the people that these organisations reach including disadvantaged, rurally isolated, people with a disability, older people, young people without sufficient education and skills, people with mental health issues, unemployed

e.g. The Music Pool works with NEETS; 120 SEN children per week; 70 PRU pupils per week, 70+ looked after children per week; 100+ via SCOPE; 90+ older people per week. Their partner organisations include Youth Offending Team, West Mercia Police, Social Care

e.g. organisations contribute to the health agenda in terms of prevention. Ledbury Poetry Festival has developed a GP referral scheme working with a particular health issue. They also work with people with dementia and with the Hospice

3. The impact on communities and the people in them particularly in rural areas. All the organisations offer volunteering opportunities

e.g. the organisations create community led projects involving large numbers of volunteers. Rural Media recently ran a large scale community project in Ledbury. The Music Pool have run gathering Wave, Stonemason's Tale, music for Flavours of Herefordshire

e.g. they create activity to support people's health and wellbeing - Dancefest run dance programmes linked to health

e.g. activity is devised for young people to improve their skills and self-esteem. In 2011/12 Rural Media enabled in excess of 3,000 people from rural and disadvantaged communities to participate in creative media activities, to develop skills, promote self-confidence and find 'a voice'

e.g. Cultural projects run to give rural communities a focus. Volunteering is a huge part of Arts Alive work, working with hundreds of local people, meeting with them and other promoters for sharing of ideas, organising training sessions, supporting them etc. This gives each promoter a sense of worth and place, keeping them active, helping them support their communities.

4. Contribution these organisations make to the economy and bringing money into communities

e.g. Box Office sales at the Borderlines Film Festival devolve back to the villages hosting events. The festival is also having an impact on tourism by attracting people into the county to spend.

e.g. the organisations create jobs in the county e.g. Rural Media, 2Faced Dance, Dancefest, Music Pool

e.g. in 2012-13 Dancefest spent £35,000 in the county

e.g. Hereford Media Network (Rural Media) promotes employment and training

e.g. Ledbury Poetry Festival draws in over 5,000 people and 1,000 participants into the town, bringing spending potential