

Creative Strategy 2025 – 2030



VISION

Local communities are brighter with creativity

MISSION

Working with diverse groups to increase skills, wellbeing and purpose to benefit both people and planet, through arts experiences that are community DRIVEN:

CORE VALUES

Dynamic - we choose original and expressive creative opportunities that inspire both participants and workers

Relevant - we develop collaborative art programmes that are purposeful and responsive to need

Inclusive - we commit to working with those often marginalised in society, to deliver accessible activities that value the individual

Values-led - we deliver art work that is considered, ambitious and of quality

Engaging - we help connect people through interesting and fun activities

Nourishing - we include engagement themes and practices that are kind to both community and the environment, to challenge inequalities and actively support positive change

KEY STRANDS

1. Young People 2. Creative well-being 3. Community Action 4. Artist Support

Key strands of work:



Key Strand 1: Young People

Aim: Inspire and empower to create quality art and experiences, through engagement in dynamic and expressive collaborations.

Objectives are to develop our :-

- music projects in term time
- family workshops in school holidays
- art club initiative
- current and new partnerships with youth club providers
- a three-year project across Amber Valley, addressing climate change/environmental concerns

Key Strand 2: Creative Well-being

Aim: Improve quality of life through access to mindful and artistic activities.

Objectives are to develop our :-

- creative collaborations with existing and forge new partnerships with organisations who also provide support and space for those experiencing
- loneliness
- health issues
- financial hardship
- stability of our community garden eco-art project



Key Strand 3: Community Action

Aim: Advocate for positive change and challenge inequalities through active support and initiation in local, national and global campaigns/events.

Objectives are to develop our :-

- advocacy for positive change through various creative mediums/events
- creative campaigning on specific calendar marked days e.g. Earth Day and link with project delivery
- strong relationships/support for key local action groups e.g. Transition



Key Strand 4: Artist Support

Aim: Nurture and celebrate the skills of local creatives through opportunities to develop and showcase their practice.

Objectives are to develop our :-

- artist network and pool of facilitators
- skill-share and training opportunities for local creatives
- collaborations with other spaces to showcase work
- ticketed events run by and for and with artists e.g. life - drawing classes
- a two year project across Derbyshire, for mid to late career female performers to develop and perform new work

Strategic Goals:

Moving on from our 40th birthday and within the current insecure climate of both the culture and charity sectors, it feels like a pivotal moment in our organisation's journey to choose to make brave decisions. We need to both strengthen and develop our charitable organisation within this fragile world, in order to not only survive...but to actually thrive.

With this in mind, over the next five years we will strive to reach and maintain the following overarching goals. All of these goals are linked directly to the focused delivery of our four key strands of work, to build our capacity to :-

Increase Delivery

Measure

our diversity and quality of work is sustained with extended, longer-term projects

Increase Engagement

Measure

our workshops and events are well attended on a consistent basis

Increase Visibility

Measure

our good practice is shared through current and relevant marketing with training and support

Increase workforce

Measure

our core team expands with the additional employment of an ongoing part-time Project Coordinator and a Fundraiser

Increase Funding

Measure

our income sources and amounts both grow through securing ongoing core and project grants, in line with our business and finance plan

Increase Reach

Measure

our delivery carries on in Belper, whilst including a greater array of delivery within Amber Valley and Derbyshire

Increase Feedback

Measure

our positive feedback from participants /partners continues with more diverse and accessible evaluation processes

Our story so far:

Established in 1983, we are a small participatory arts charity, making a BIG impact!
Based in Belper and working within Amber Valley/Derbyshire, we have made a positive difference to many thousands of people over the last forty+ years.

We and local communities, very much value the diverse creative workshops, projects, events, mentoring and support we have delivered in collaboration with hundreds of quality artists, performers and organisations.

We aim, through dynamic arts engagement to increase well-being and empower and encourage self-expression across the generations.

You can see more details on our website:

www.fleet-arts.org.

Our charitable aims, as published on the Charity register, are as follows :-

"The Charity is established for the public benefit, to promote the advancement of education in the arts, by providing inclusive and creative well-being activities and events, within Derby/shire in particular for those socially excluded."

We are governed by a Management Committee, made up of voluntary Trustees.

Fleet Arts has contributed to positive change in the region, bringing culture and creativity to communities, encouraging people to feel connected to the place where they live, learn, work and grow. Through our creative consultation in developing this strategy with people within our communities, they summarised that Fleet Arts is an organisation that...

1. Has a long history of delivering quality arts projects and events in the community.
2. Has a legacy of continued arts activity, support and interest in the arts.
3. Has proved itself to be both responsive and adaptive.
4. Has a clear commitment to equality, access and inclusivity in the arts.
5. Is creative and diverse in both method and content of its' work.
6. Has purpose in the art work it delivers.
7. Is fun!
8. Is great value for money.
9. Has provided opportunities for artists and new audiences.
10. Is a living testimony to its' core ethos, to the value of art and meaningful access to it

Policy documents:

Our complete Policy documents can be viewed here :-

<https://fleet-arts.org/wp-content/uploads/2024/09/Fleet-Arts-FULL-policies-August-2024.pdf>

We have policies for: Equality, Diversity & Inclusion / Health & Safety / Behaviour / Privacy / Safeguarding / Environment / Reserves

40th Birthday
'A Flavour of Fleet Arts archive exhibition'

www.fleet-arts.org

Exhibition:
A Flavour of Fleet Arts

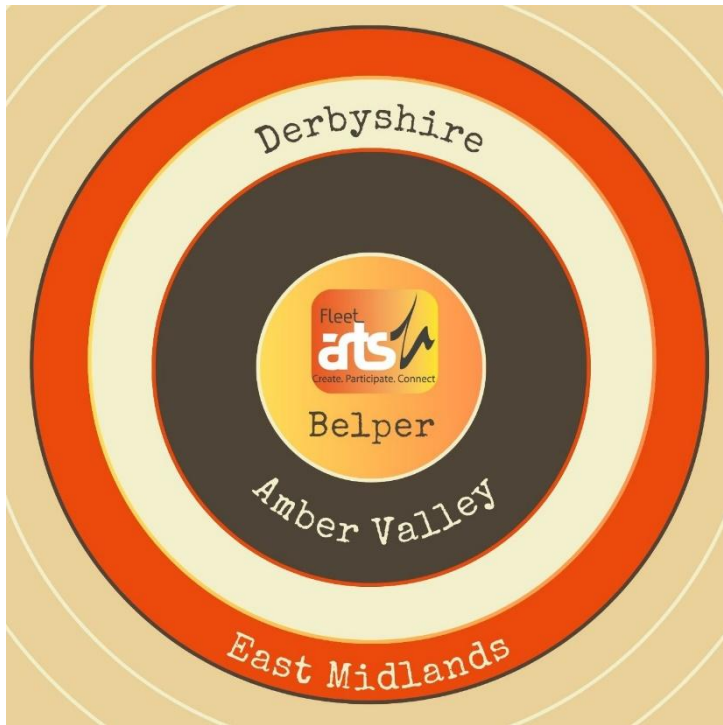
An exhibition celebrating 40 years of Belper-based community arts organisation Fleet Arts
Thursday 27th June 2024 – Thursday 3rd January 2025

Derbyshire Record Office,
New Street, Matlock DE4 3FE
Normal opening hours apply

www.derbyshire.gov.uk/recordoffice

DERBYSHIRE
County Council

Demographic:



Fleet Arts is based in Belper, one of twenty-eight, semi-rural market towns in Derbyshire. We work predominantly in and around Amber Valley (AV), with some engagement across Derbyshire and networks covering the East Midlands.

Amber Valley has strong cultural traditions in community-led arts activities and events, including: well-dressings, festivals, textiles, live music, independent shops and cinemas, plus an abundance of voluntary creative groups and professional makers.

The diverse rural and urban landscape of AV includes four market towns, a World Heritage Site, parks, mills, big industrial employers and it is right on the edge of the beautiful Peak District National Park.

The borough also experiences challenges related to health inequalities, income, rural isolation, transport connectivity, an ageing population and in some areas, up to 50% of children are in poverty (from 2023 DWP/HMRC 'children in low income families').

AV is identified as a 'cold spot' in the Levelling Up agenda, in part due to low figures in both education performance and Higher Education engagement.

From the 2021 Census Office of National Statistics, it is recorded that:

- the largest age group in the East Midlands is 50-54 year olds
- 800,000 people live in Derbyshire
- 96% of residents identify as White British
- a higher than national average in AV of 'low occupations, in particular in manufacturing and construction
- Low home-ownership within AV
- 20% of AV residents regard their health as only fair, bad or very bad
- 8% of these people have a disability
- 25% increase of 65+ year olds in AV over the last ten years

Acknowledgements:

We developed this strategy through a series of community consultations, including three in-person visioning meetings with local participants, artists, funders, councillors and trustees; an online form via our website and QR code, shared on posters and social media; a Live Art piece called 'The Creative Chefs' that popped up at various local events to capture ideas and feedback directly from people in the community.

Some popular attributes for Fleet Arts collected from this, includes us being :-

- Diverse
- Eccentric
- Environmental
- Freeing
- For all ages
- Friendly
- Inclusive
- Kind
- Positive
- Supportive

What ART feeds your soul?
...tell us what you'd like to put in the mix...

A recipe for success:
Art activities you enjoy?
Cultural events you like?
That one art 'thing' you would like to try/see?
One creative main ingredient?
Vital Values?
Food for thought

Community art ingredients

Thanks for helping us cook up a diverse menu of art projects, workshops, events...a fabulous Fleet Arts feast!
Get in touch via our online form through the QR code or :-
www.fleet-arts.org

We will review this strategy throughout each year to adapt our key strand objectives and timeframe, as required and to start creating our 2030+ strategy, through consultation in 2029.

Contact details:

Fleet Arts Registered Charity No: 516342 / Registered Company No: 188895

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Social media -

Facebook: /Fleet Arts

Instagram: FleetArts

Website : www.fleet-arts.org