

Norfolk ARTS Service

THE ARTS
IN NORFOLK:
AN OVERVIEW
2019–20



Norfolk County Council



Supported using public funding by
**ARTS COUNCIL
ENGLAND**



European Union
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Development Fund



‘Investing in arts and culture is just that – a real investment which delivers real dividends to individuals; to society; to national wellbeing; to children’s education; to the regeneration of our villages, towns and cities; and to the economy.’

Darren Henley

Chief Executive, Arts Council England.



Foreword

As I write, we have just entered our third week in lockdown due to the global COVID-19 crisis and our world has temporarily changed out of all recognition.



concluded on 30 September 2019. This ground-breaking economic development initiative was managed by Norfolk Arts Service in partnership with Suffolk County Council and on behalf of the New Anglia Cultural Board.

It is not yet possible to calculate the impact of this unfolding emergency across Norfolk but what we do know is that it will be considerable. We will all need to play our part in supporting each other to ensure a swift social, cultural and economic recovery and to support the health and wellbeing of our citizens and communities, both rural and urban.

We are steadfast in our belief that the arts play a vital role in the social, educational, economic, health and environmental life of Norfolk, and never more so than now. This report highlights just some many outstanding successes of our arts partners, artists and collaborators over the last year and it is good to be reminded of all that has been achieved.



and investment to over 360 small/medium creative enterprises, start-ups, pre-start-ups and sole traders across our region. As part of the legacy, we continue to find new ways to

support creative enterprise development and our StartEast alumni.

Looking back, I’d like to focus on two highlights. 2019 saw the initiation of Norfolk’s first Creativity and Wellbeing Week bringing together more than 35 partner organisations and artists who generously collaborated with Norfolk Arts Service to deliver an outstanding participatory programme highlighting the many ways in which participation in creative activity impacts positively on our health and wellbeing.

While we continue to face such challenging times, Norfolk County Council is committed to ensuring the recovery and sustainability of our internationally regarded arts sector in the wake of COVID-19. We will advocate at every opportunity, regionally and nationally, for the value and impact of the arts and continue to work to attract ongoing external investment to support the provision of high quality arts opportunities for all.

Cllr. Margaret Dewsbury

Cabinet Member for Communities and Partnerships, Norfolk County Council

And, the arts continued to play a key role in supporting regional economic growth. StartEast, our bespoke business development programme for creative enterprise across Norfolk and Suffolk



What we do

Norfolk Arts Service (NAS) is part of Norfolk County Council's Community and Environmental Services. Our work is shaped by the belief that the arts play a vital role in the social, educational, economic, health and environmental life of the County.



We:

- Administer the NCC arts grants budget which supports 15 professional arts organisations and over 70 community projects, each year;
- Develop and lead partnerships with regional and national partners to promote, develop and support the arts infrastructure in Norfolk;
- Broker strategic initiatives which result in increased investment into Norfolk's arts assets and which support the skills agenda;
- Manage and promote the Norfolk Arts Forum, a free cross-sectoral membership organisation with more than 600 members and an annually elected Executive Committee;
- Provide a range of support services for arts organisations, artists, creative enterprises, community groups, and volunteers;
- Are the joint strategic lead (with Suffolk County Council) for Cultural Destinations, a major New Anglia Culture Board Cultural Tourism programme;
- Are the lead partner, with Suffolk County Council and the New Anglia Culture Board in delivering StartEast, a specialist business support programme for creative enterprises and start-ups in the cultural sector;
- Deliver an annual conference and professional development programme for the Norfolk Arts Forum membership.

Responding to local and national priorities

We support the delivery of Norfolk County Council's 'Together, for Norfolk' Priorities and Outcomes.

We will invest in Norfolk's future growth and prosperity by:

- Focusing on **inclusive** growth and **improved social mobility**.
- Encouraging **housing, infrastructure, jobs and business growth** across the County.
- Developing our **workforce** to meet the needs of the sectors powering our local economy.
- Work to **reduce our impact** on the **environment**.

This way we can help Norfolk have a **growing economy**, full of **thriving people living in strong communities** we are proud of.

Our Outcomes

- Growing Economy
- Thriving People
- Strong Communities

Our work is also shaped by NCC's Arts Policy Objectives:

- We will act as a leader and advocate for the arts in Norfolk.
- We will ensure that people living in Norfolk and visitors can enjoy high quality arts activities.
- We will ensure that our arts organisations, artists in all art forms, and creative industries are recognised, valued and supported.
- We will invest in the arts to meet the needs of local communities, rural and urban.

- We will support and promote cultural diversity and equality of access and opportunity in the arts.
- We will invest in the arts and lever in external funding from other sources.
- We will promote the arts as a powerful tool in social and economic regeneration.
- We will promote the role of the arts in enhancing health and quality of life, providing enjoyment and as a powerful tool in learning and skills development.

New Anglia Local Enterprise Partnership (LEP) Ambitions and Priority Themes

We support the New Anglia LEP Economic Strategy ambitions and priority themes.

Ambitions

We want Norfolk and Suffolk to be:

- The place where high growth businesses with aspirations choose to be.
- An international facing economy with high value exports.
- A high performing productive economy.
- A well-connected place.
- An inclusive economy with a highly skilled workforce.
- A centre for the UK's clean energy sector.
- A place with a clear, ambitious offer to the world.

Priority Themes:

- Our offer to the world
- Driving business growth and productivity
- Driving inclusion and skills
- Collaborating to grow
- Competitive clusters, close to global centres

Arts Council England Let's Create Outcomes and Investment Principles

“Our current partnerships with local authorities and higher education institutes are among our most significant and valuable assets.”
Let's Create

We support the outcomes and investment principles set out in Arts Council England's (ACE) newly published strategy, *Let's Create* through strategic support to arts organisations and projects and through the development and delivery of specific partnership initiatives. Currently, 6 Norfolk arts organisations have ACE 'National Portfolio Status'. This designation is awarded to organisations which are of national importance to the Arts Council's ability to fulfil its vision and mission.

ACE Vision

By 2030 we want England to be a country in which the creativity of each of us is valued and given the chance to flourish, and where every one of us has access to a remarkable range of high-quality cultural experiences.

Outcomes

1. **Creative people**
Every person can develop and express creativity throughout their life
2. **Cultural communities**
More villages, towns and cities thrive through a collaborative approach to culture
3. **A creative & cultural country**
England's cultural sector is innovative, collaborative and international

Investment Principles

- **Ambition & quality:**
Cultural organisations are ambitious and committed to improving the quality of their work
- **Inclusivity & relevance:**
England's diversity is fully reflected in the organisations and individuals that we support and in the culture they produce. We want to support organisations that matter to their communities
- **Dynamism:**
Cultural organisations are able to thrive and better able to respond to the challenges of the next decade
- **Environmental responsibility:**
Cultural organisations lead the way in their approach to the climate emergency



An overview of the arts in Norfolk

The arts continue to play a vital role in the economic, social, health and community life of Norfolk. Our diverse range of professional arts organisations, creative practitioners and thriving voluntary and community arts sector contribute to:

- **Growing the Economy** through cultural tourism and the visitor economy, external funding investment and the development and growth of creative enterprises;
- Helping **People of all ages to Thrive** through access to and participation in high quality arts opportunities, skills, learning and career development;
- Creating **Strong Communities** through place-making and regeneration and improving physical and mental health and wellbeing.

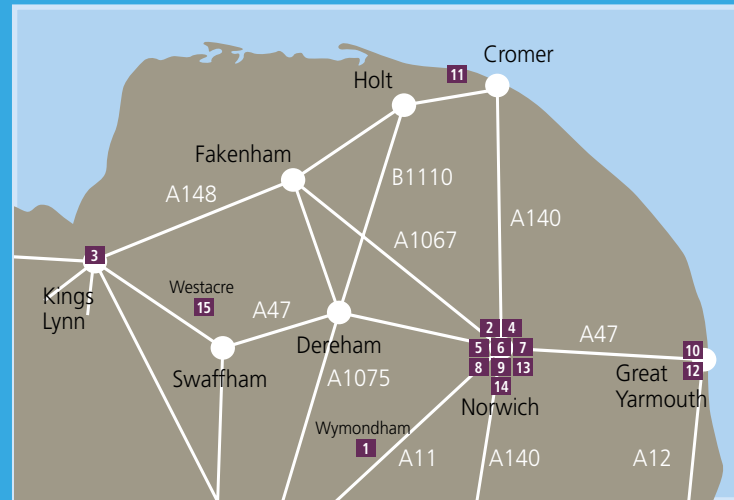
Strong cross-sector partnerships in Norfolk and the wider eastern region continue to develop the national and international reputation of our cultural sector as a driver of innovation, collaboration and growth.



NCC Arts Grants 2019-20

We administer the NCC Arts Grants budget which provides investment to our professional arts organisations as well as a wide range of community arts activities.

15 arts organisations received investment from the Arts Grants Budget in 2019-2020.



1 Creative Arts East
www.creativeartseast.co.uk



2 Curious Directive
www.curiousdirective.com



3 King's Lynn Festival
www.kingslynnfestival.org.uk



4 Maddermarket Theatre
www.maddermarket.co.uk



5 National Centre for Writing
www.nationalcentreforwriting.org.uk



6 Norfolk & Norwich Festival
www.nnfestival.org.uk



7 Norwich Arts Centre
www.norwichartscentre.co.uk



8 Norwich Puppet Theatre
www.puppettheatre.co.uk



9 Norwich Theatre
www.norwichtheatre.org



10 SeaChange Arts
www.seachangearts.org.uk



11 Sheringham Little Theatre
www.sheringhamlittletheatre.com



12 St. George's Theatre
www.stgeorgestheatre.com



13 Thalia Theatre Company
www.thaliatheatre.co.uk



14 The Garage
www.thegarage.org.uk



15 Westacre Theatre
www.westacretheatre.com

“Recognition of the part that creativity and culture can play in supporting local economies and talent, health and wellbeing, and children and young people, has flourished over recent years.”

Sir Nicholas Serota

All the arts organisations that the Council invests in support the delivery of Norfolk County Council's **‘Together, for Norfolk’** Priorities and Outcomes.

Growing Economy

Norwich Arts Centre Regeneration Project:

Internationally recognised, Norwich Arts Centre is a contemporary arts venue that delivers an annual programme of live music, theatre, dance, live art, visual art, literature and comedy. It is a small, independently run venue with charitable status and a mission to support the development of artists and nurture emerging talent across a range of art forms. In 2020, Norwich Arts Centre will celebrate its 40th anniversary.

The Arts Centre was awarded £499k by Arts Council England for a major regeneration project that will transform the venue's accessibility and carbon footprint. This includes: updating the facilities and making accessibility and energy efficiency improvements thus ensuring that many more people are able to experience cultural events there.

“We are coming up to 40 years in the heart of Norwich's cultural community and we want to be around for another 40+ years, so this grant is extremely timely to help us build a sustainable future.”

Pasco-Q Kevlin Director, Norwich Arts Centre

Thriving People

Young Norfolk Arts Festival: Every July, Young Norfolk Arts delivers the Young Norfolk Arts Festival (YNAF), a celebration of creativity and performance by and for young people across Norfolk. With a programme of performance, workshops and activities in art forms as varied as classical music, film-making, spoken word, visual art, drama, dance and contemporary music, the Festival is an eagerly anticipated annual highlight in Norfolk's cultural calendar.

It is coordinated and promoted in collaboration with the Young Norfolk Arts Collective (YNAC), a volunteer group of 16-

25 year olds with an interest in the arts and creative industries either as a hobby or as a career path. The Collective programme their own events and exhibitions for the Festival, as part of a year-round YNAC programme which provides them with training sessions and practical hands-on workshops to gain the skills and knowledge to produce, promote and evaluate arts events and activities.

In 2019, over 5,000 children and young people participated, performed or enjoyed the Festival.

“It was a great opportunity for learning new skills, to meet new people and to get experience behind the scenes.”

YNA Collective member 2019

“Overwhelmingly positive. Students seemed to have a great time. Teachers were impressed by workshops. Parents at the end were very enthusiastic.”

YNAF 2019 feedback

Strong Communities

Freshly Greated, Great Yarmouth:

Freshly Greated is a four-year community cultural development programme (2019-23) supported by Arts Council England with £1.1 million of National Lottery funding from the Creative People and Places Fund (CPP). CPP enables people to take the lead in choosing, creating and participating in brilliant art experiences in the places where they live. CPP funds are invested in areas where evidence shows that people are less involved in arts and cultural activities than elsewhere in England.

Led by Voluntary Norfolk in partnership with Seachange Arts, Great Yarmouth Borough Council, Creative Collisions and Jays UK Ltd, the programme will work closely with the local community. Freshly Greated will increase opportunities for people of all backgrounds and circumstance across Great Yarmouth to engage with arts and culture – not just as audiences, but also as programmers, creatives and arts leaders.

Strategic Partnerships & Projects

‘Investment in cultural activities and in arts organisations, museums and libraries helps improve lives, regenerate neighbourhoods, support local economies, attract visitors and bring people together.’

Let's Create, Arts Council England Strategy 2020-2030

The arts play a vital role in the social and economic life of Norfolk, contributing to health, social care and wellbeing, education and skills, economic development and community cohesion as well as helping to raise the profile of the county as a special place to live, work and visit. The development of the sector is supported by our New Anglia Local Enterprise Partnership (LEP) cultural strategy, Culture Drives Growth, 2016-2022

This 6 year plan to maximise Norfolk and Suffolk's cultural assets to ensure that our sector makes the fullest contribution to sustainable economic growth is guided by the following objectives:

- 1 Accelerating Creative Job Growth
- 2 Scaling Cultural & Creative Investment
- 3 Backing Creative Talent
- 4 Increasing Cultural and Creative Diversity
- 5 Building Inspiring Places to Live Work, Visit & Invest
- 6 Broadening International Engagement

The LEP Economic Strategy for 2017-36 has identified the cultural sector as one of the key sectors at the core of this work to ensure that the East continues to be recognised as an economically dynamic and thriving region.

NEWANGLIA
Local Enterprise Partnership
for Norfolk and Suffolk

‘The cultural and heritage sector and natural landscape plays a unique role in creating the ‘sense of place’ that makes the area a great place to live, work, learn, invest and do business in. The sector is an important employer of 88,000 people and attracts significant investment from national and international funding bodies.’

New Anglia LEP Economic Strategy for Norfolk and Suffolk for 2017-36

‘Truly successful places are much more than economic powerhouses. Their high levels of performance are always underpinned by a sense of creative vibrancy, a manifestly strong quality of life, and a clear sense of cultural identity.’

Culture Drives Growth



Cultural Tourism

Cultural Destinations is a 2-phase cultural tourism initiative funded by Arts Council England, Norfolk and Suffolk County Councils, bringing together cultural leaders, local authorities and tourism partners in a strategic partnership which aims to firmly establish Norfolk and Suffolk as ‘must-see’ destinations, to build audiences, visitors and customers for our outstanding cultural offer and to build our visitor economy.



Phase 1 aimed to raise the profile of our world-class cultural offer and to attract greater numbers of cultural tourists to the region's brightest cultural events via targeted interventions including digital advertising, communications and promotional campaigns.

Phase 2 will create a dynamic, new web resource in partnership with Visit East of England to attract national and international visitors to the area year-round, and to increase the annual revenue generated by Norfolk's cultural visitor attractions. The new website (www.visiteastofengland.com), with culture at its heart, will launch in summer 2020. Phase 2 has also supported small-scale regional festivals development and new family-focused cultural activity across key locations including Norwich, Ipswich, Bury St. Edmunds, King's Lynn and Gt Yarmouth.



StartEast, our bespoke business development programme for creative enterprise across Norfolk and Suffolk concluded on 30 September 2019. This ground-breaking economic development initiative was managed by Norfolk County Council in partnership with Suffolk County Council and on behalf of the New Anglia Cultural Board. Delivered by the New Wolsey Theatre, Ipswich and launched in May 2017, the programme was made possible by over £1.2 million of investment from the European Regional Development Fund (£609,773) and Arts Council England Creative Local Growth Fund (£500k).

StartEast provided expert business support and investment to over 360 small/medium creative enterprises, start-ups, pre-start-ups and sole traders across our region. The programme evaluation, undertaken by BOP Consultancy, revealed the following key outcomes:



- In the six months immediately following their engagement with StartEast, 3 in 4 businesses (75%) diversified their income stream by launching new products or services;
- Nearly half (45%) developed ideas for a new product or service as a result of StartEast support;
- Over 1 in 3 (35%) reported improved financial resilience as a result of StartEast support;
- 1 in 3 (33%) reported that they have grown their business turnover as a result of StartEast support;
- 1 in 3 (33%) started working in social sectors including health after joining the StartEast programme;
- The vast majority (90%) reported that they have a clear vision for their business as a result of StartEast support;
- The vast majority (80%) reported feeling more ambitious about their job after taking part in the StartEast programme;
- By the end of the programme, 56% felt connected to a supportive business network.

A free, open access programme, it also met/ exceeded its diversity and inclusion targets, with 67% female, 8% disabled and 5% BAME participants.

As hoped, StartEast has enabled a significant change in the capacity, ambition, impact and economic contribution of our regional creative enterprise sector. As part of legacy planning, work is underway to build on the positive momentum achieved by the programme. This includes the StartEast website which has been developed into a one-stop shop and resource for creative enterprise across the region.

Start East has...



Engaged 361 businesses* (1hr+)...



...wide range of practices; over one third from performance, theatre, music and dance



...providing more than 4.600 hours of support...



...and awarded over 60 grants.



It channelled £919k into the cultural sector.

* including pre-start ups



It reached targets around diversity. 8% of beneficiaries were disabled



...5% of beneficiaries were BAME...



...67% of beneficiaries were women.



Culture, Health and Wellbeing

Strategic collaboration between arts organisations and health and social care partners is well established in Norfolk. Our work in this area continues to be guided by the key findings from the 2017 All Party Parliamentary report and Inquiry, *Creative Health: The Arts for Health and Wellbeing*. This set out comprehensive national research and evidence on the impact, value and contribution of arts and cultural engagement to health and wellbeing.

Key messages:

- The arts can keep us well, aid our recovery and support longer lives better lived;
- The arts can help meet major challenges facing health and social care: ageing, long-term conditions, loneliness and mental health;
- The arts can help save money in the health service and social care;
- Cultural engagement can mitigate the effects of health inequalities.

The overarching recommendation '*Policy should work towards creative activity being part of all our lives*' guides our ongoing collaboration.

Norfolk Creativity and Wellbeing Week 2019

Over 35 organisations and artists generously collaborated with Norfolk Arts Service to ensure the success of this week-long celebration across Norfolk from 10-16 June 2019. The programme helped to showcase the many ways in which creativity impacts positively on our health and wellbeing, not just during this celebratory week, but all year round.

Our inaugural programme featured over 75 events promoting everyday creativity including: open days, craft and print-making taster sessions, film and theatre performances, singing workshops, stitching and writing for wellbeing, exhibitions, talks, professional development sessions and more.

The Week was part of our ongoing work to encourage and support greater strategic collaboration between arts, culture, heritage and health partners. It was part of a series of national events promoted by London Arts in Health Forum and the Culture, Health and Wellbeing Alliance. Norfolk Creativity and Wellbeing Week 2019 received national recognition and praise from the Culture, Health and Wellbeing Alliance.



Culture, Health and Wellbeing Case Studies

Puppet Portraits Project: Norwich Puppet Theatre, Norfolk & Norwich Festival and Friend In Deed

The Puppet Portraits Project was delivered by Norwich Puppet Theatre in partnership with Friend In Deed and Norfolk & Norwich Festival. Friend In Deed is a Norfolk-based charity that creates friendship across generations through intergenerational projects which aim to reduce loneliness and promote kindness. As part of a tailored series of workshops, the Puppet Theatre visited care homes where young people and residents worked together to make puppet portraits of each other.



Kelly Lindsay, director of Friend in Deed said:

‘Students did an excellent job of assisting and supporting their older friends with their puppet making. Whether it was the freedom to decorate the puppets with the flair and carefree nature that younger children do, or the older generations careful reflection on their choices, the sessions both showed kindness, nurture, support and both age groups seemed to watch and learn from each other.’



Silver Social

Silver Social, an outstanding partnership programme of daytime arts events promotes engagement and participation among older residents in rural communities, helping them to meet new people within their community and to try something new and creative.

Managed by Breckland Council and supported by Arts Council England Strategic Touring Fund, events are held in community venues in market towns across Breckland including Dereham, Swaffham, Thetford, Attleborough, Watton and target villages: Ashill, Harling, Shipdham and Necton.

Silver Social is delivered in partnership with Creative Arts East, Norfolk Library and Information Services, Norfolk Museums Service, Breckland Older People's Forum and Norfolk County Council Public Health.

Eyebrow Arts

Eyebrow Arts is a collective of professional artists based in Norwich who devise and deliver creative activities for adults with learning disabilities, older people and people living with dementia. They create friendly and safe environments that enable people to enjoy being creative, meet other people, express themselves, try new things and, most importantly, have fun.

In 2018/2019, they toured their performance 'An Invitation' to 24 different care settings in Norfolk and Suffolk. 'An Invitation' is a sensory performance made with, and for, people living with dementia and their carers, sensitively tailored to each individual and setting. Using music, movement, making and magic, they engaged 584 participants.

Feedback from staff and family members on behalf of the groups they were supporting reported that: **91%** would recommend an Eyebrow Arts activity, **83%** said participants were interested in the activity all of the time, **81%** said the activity positively affected participant's wellbeing and **89%** said this was a completely new experience.

‘Magical...gentle, relaxed and immersive, a feast for the senses...a very special experience full of surprises’.
Participant

‘Excellent for bringing together people living with all stages of dementia’.
Staff member

Education, Skills and Learning

The New Anglia Culture Board Cultural Sector Skills Plan for Norfolk and Suffolk sets out its collective vision for how skills development can support the growth of the sector, increasing local competitiveness, supporting inclusive growth and building high quality local careers.

“This plan is a key step to strengthening local collaboration to ensure skills opportunities are maximised across the whole area. We look forward to employers and education providers coming even closer together to shape the future of a vibrant New Anglia cultural sector.”
Chris Gribble, Chair, Skills Group, New Anglia Cultural Board

Our Ambition: To drive place-based inclusive growth through the recruitment and development of a skilled, socially mobile and diverse, creative, local workforce by championing:

1. Well informed new entrants having opportunities to gain high quality work-based learning and pathways to progress their careers;
2. An inclusive, dynamic cross-sector leadership and professional development network;
3. Accessible, vibrant local cultural workplaces;
4. ‘Clustering’ for the benefit of New Anglia through the co-location, collaboration and combined skill-sets of the Norwich and Ipswich cultural and creative hubs.

New Anglia LEP – Cultural Sector Skills Plan, March 2018

Arts and cultural organisations in Norfolk provide a significant range of formal and informal learning opportunities for people of all ages, including: schools programmes, outreach sessions, formal qualifications, regular informal classes and workshops, as well as skills sharing networks, professional development events, apprenticeships and internships, volunteer training and work experience placements. They also provide professional advice and support for individuals and arts organisations in the region to develop and make new work across all art forms.



Education, Skills and Learning Case Studies

Collaboration: Place: Change

Arts Council England has invested £7.1 million in 18 leadership development programmes through the Transforming Leadership Fund, offering a range of development opportunities for established and emerging leaders from museums, libraries and arts organisations.

Collaboration: Place: Change, led by the National Centre for Writing, has been awarded £330,000 by ACE towards a project costing £457,500 to develop and deliver an exciting new cultural leadership programme designed to equip current and future leaders with the skills they need to drive social and economic change across Norfolk and Suffolk.

Through a partnership between New Anglia LEP Culture Board, Clore Leadership, Achates Philanthropy and the University of East Anglia, National Centre for Writing will create a new model for place-based leadership development.

The 30-month programme will support two cohorts of leaders and next level leaders from the culture, Creative Industries and HEI sectors in our region between October 2019 and March 2022. It will be delivered to 40 participants focusing on developing collaborative leadership skills, innovative thinking and place-based awareness, using a mix of physical and virtual means.

“It is vital that our leaders, both now and in the future, are equipped with the skills that they need to drive further success across the arts and culture sector. But those skills must also ensure that leaders are aware of the specific needs of the place that they are working in and that they can respond to them appropriately. The National Centre for Writing’s Collaboration: Place: Change perfectly marries these two challenges and I’m excited to see what its participants can achieve.”
Hedley Swain, Area Director, South East, Arts Council England.



Norwich Playhouse – StageLit

Now entering its 7th Year, StageLit is a well-established and unique programme that supports GCSE and A Level English Literature (poetry, plays and classic texts) by using the Playhouse stage as an extended classroom with artistic and technical support. It was devised by Playhouse Education with teachers from Attleborough Academy to give English literature students, and particularly those requiring additional support, a way into critical and reflective thinking by performing curriculum texts at the theatre, with the specific aim of developing student confidence, comprehension and writing skills for exams.

This is achieved by:

- Encouraging students to explore curriculum poetry, play texts and prose ‘off the page’ using drama techniques in the classroom;
- Building students emotional literacy, text analysis and enjoyment of literature through the excitement and experimentation of live performance in an arts venue;
- Utilising the stage and professional skills of technical staff at Norwich Playhouse, including: projection, sound, video and lighting in an extended classroom environment;
- Providing an on-stage platform event for students to share their work with teachers, families and friends.

Over the year, 134 students from Year 7 to UEA’s PGCE English teachers took part in a lighting workshop and/or on-stage performance of English texts, including 24 students from Parkside special school working on Lord of the Flies.

‘This project has definitely helped me more while approaching literature because I now understand the pieces better due to having acted it. It would be brilliant if poetry was taught using Drama more often as I believe that it makes the poems so much more accessible.’

Student, Reepham High School



Maddermarket Theatre

The Maddermarket Theatre offers a wide range of support to young people and has strong partnership links with young people-focused organisations including the YMCA and The Princes Trust. The artistic and participatory programmes have grown in ambition and diversity including projects such as MadderFirst, a month-long festival of engaging new work produced in partnership with students studying the University of East Anglia MA in Creative Writing.

The partnership with UEA enables students to stage new work produced both by the UEA drama societies as well as newly formed companies on their way up to the Edinburgh Fringe Festival. City College students also benefit from a formal placement scheme at the theatre which has been created to support drama students.

National Centre for Writing Young Norfolk Laureate

Since 2017, NCW has awarded the prestigious title of Young Norfolk Laureate and all awardees receive outstanding creative and professional development opportunities as part of the scheme. Young Norfolk Laureate 2018, Ciera Drury acted as an ambassador to encourage young people across the region to enjoy reading and writing, in and outside of the classroom.

Ciera said of the programme:

‘It changed the way I viewed my writing, I legitimately wasn’t pursuing it in any way or form beforehand so pretty much everything I’ve been doing I wouldn’t have done without the confidence and guidance this opportunity gave me.’

Engage!

Engage! is a collaborative project between four UNESCO Cities of Literature around Europe – Barcelona (Spain), Krakow (Poland), Växjö (Sweden) and Norwich (UK). Each city is delivering its own project focussed on cultural activism and literature, including the Norwich project, Young Arts Professionals.

The Young Arts Professionals designed and delivered a Festival in a Day, as part of the 2019 Norfolk and Norwich Festival. The festival explored freedom of speech in the global and digital world – with a focus on writing and social activism in the arts. Amelia Platt who participated in the programme describes her experience:

‘The Engage project has been one of the best experiences of my life. I have learned and gained so many skills and fantastic memories. I will be forever grateful for the opportunity.’

‘One of the best things about the project was the unique insight it gave into the world of arts and literature. I have learnt so much about the different careers involved in the arts and it has really helped to broaden my horizons. Careers in the arts are often not well publicised but being involved in the project showed me that there are many roles available behind the scenes.’

Norwich Arts Centre - Sonic Youths

Sonic Youths has evolved into NAC's principal focus of engagement with young people aged 14-19. The programme supports young musicians in their ambitions to become accomplished performers. NAC engages with Access Creative College, Young Norfolk Arts Trust, PRS Foundation and City College to support Sonic Youths activity, providing vital performance opportunities for participants.

NAC is also establishing a Sonic Youths Salon, a bi-monthly creation and intelligence sharing network. Industry professionals ranging from talent scouts to technicians will support the young people to realise their ambitions to develop their craft and explore career progression pathways. Sonic Youths bands receive pay for each concert they perform and many bands supported over the last three years have achieved significant success. NAC is exploring the potential to develop a regional touring network for Sonic Youths performances.



Westacre Theatre - Bursary Award scheme

Westacre Theatre offers a unique Bursary Award scheme giving performing arts drama undergraduate students the chance to work with Westacre Theatre Company during the busy summer theatre season. The scheme has been running for 14 years, providing placements for around 60 students to date.

The students participate in all aspects of a working theatre including acting in productions, back-stage and technical work, stage management, assisting with front-of-house duties and helping workshop leaders to run holiday drama classes for young people. The selected students receive a small bursary from the theatre depending on the length of their placement. Students apply from universities and drama schools across the country.

The students gain vital practical experience and are able to explore new areas of interest while developing skills in their chosen field. Previous students have gone on to work in theatres around the country, including the West End.

The Bursary Scheme is primarily funded by private sponsors with additional funding from local authority grants.

‘I have not only furthered my experience of acting in a professional environment but I have also gained valuable knowledge about running a theatre and conducting acting workshops for children. I would highly recommend the bursary scheme for undergraduates looking to work in theatre or the wider performing arts industry. It’s fun as well!’

Rebecca Molloy, member of the student bursary scheme

The Garage - DAnce acCEssibility and Inclusion – DAN.CE IN

The Garage is the UK Partner for DAN.CE.IN, an innovative European inclusive dance project. Professional dancers, instructors, social workers and diverse participants from Spain, Italy and the UK collaborate to create work that encourages equal opportunities through the joy of movement.

Study of the methodology of inclusive dance was followed by three training exchanges hosted in Spain, Italy and in the United Kingdom. DAN.CE IN aims to develop a new approach to the concept of “limit”: enabling all participants to create, communicate, learn, express, enjoy and share their abilities.

Interdependence is promoted among participants. Dance has often been stereotyped as an activity for those with elite physiques. Inclusive dance challenges this by encouraging people to find their own way of moving and communicating with each other.

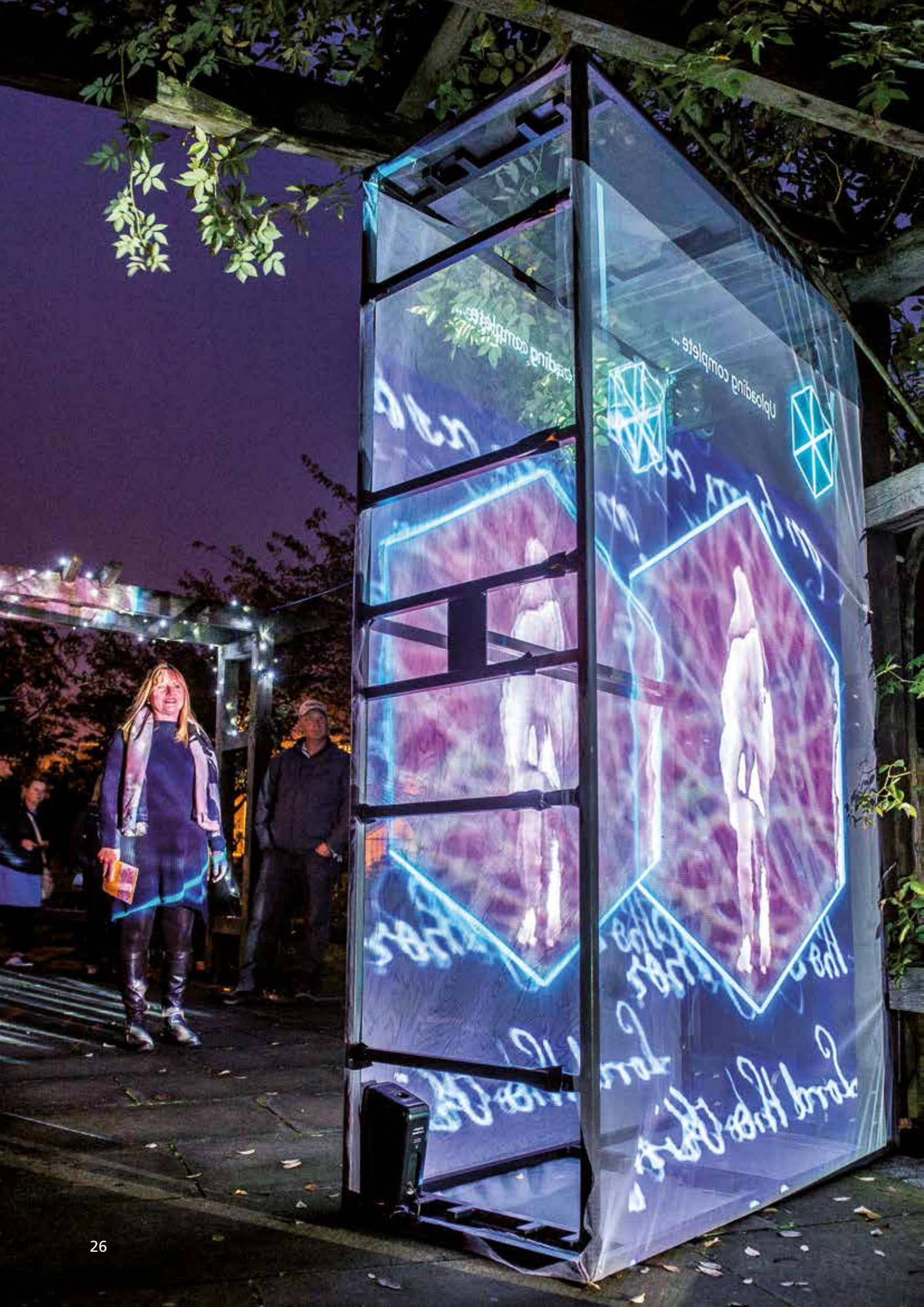
The first conference took place in Alicante, Spain and included members of The Garage, who shared their experiences as part of Norfolk Creativity and Wellbeing Week.



‘It was amazing. The moments people were able to create in the space at the Higher Conservatory of Dance of Alicante were so special. The way they got everybody working together, the energy; I’ve never seen anything like it in any dance workshop.’

Carrie Mansfield, delegation organiser and Creative Director, The Garage.

DAN.CE IN is an Erasmus + Plus Programme sponsored and funded by the European Agency for Education, Culture and Audiovisual, EACEA. It is co-funded by the Erasmus + Programme of the European Union and Arts Council England.



Place-making and Public Realm

Transforming Cities

In 2019, Norfolk County Council, in partnership with Norwich City Council, Broadland District and South Norfolk councils, submitted a bid to the Department for Transport (DfT) for a share of the £1.2bn Transforming Cities Fund (TCF) to deliver a high quality, integrated transport network for Greater Norwich.

While the focus of the Greater Norwich proposal is on the development and delivery of a high quality, integrated transport network, it also presents a major opportunity to draw upon the city's rich cultural, heritage and environmental assets to develop the new infrastructure, ensuring that it is cohesive, imaginative, inclusive and highly distinctive. Such a place-based approach has the potential to significantly develop Norwich's reputation as one of the UK's most radical, creative and best-connected cities.

Norfolk Arts Service has worked with partners on a consultation to develop a proposal for a series of culture-led interventions that can enrich the Transforming Cities Fund programme with a particular focus on gateway mobility hubs and creative wayfinding and waymarking.

King's Lynn and West Norfolk Cultural Board

The Borough Council of King's Lynn and West Norfolk has a partnership agreement with Norfolk Arts Service and Norfolk Museums Service to help lead the delivery of the King's Lynn and West Norfolk Cultural Prospectus, 'King's Lynn: Ensuring Culture and Heritage Make West Norfolk a Better Place.' This includes the establishment of the King's Lynn and West Norfolk Cultural Board to lead the strategic development of the Borough's culture and heritage sectors and to facilitate collaboration to enable the successful development and delivery of the arts, culture and heritage offer.

Initiatives delivered so far, include:

- Creation of PEACH, the West Norfolk Cultural Education Partnership lead by Creative Arts East and funded by Festival Bridge;
- Collaboration with Collusion to deliver REVEAL, an ACE-funded, place-based interactive story and immersive experience amalgamating live theatre performance, online episodes, an augmented reality game, and large-scale projections using the unique geography, history, and architecture of King's Lynn as the setting;
- Ongoing work to facilitate the development of the Guildhall Complex in King's Lynn for creative and cultural use, including the development of funding bids to National Lottery Heritage Fund;
- Work to support the Borough Council of King's Lynn and West Norfolk to develop a culture and heritage-based approach for funding proposals to the Future High Streets Fund, Historic England's High Streets Heritage Action Zones scheme and the new Town Deal.

Case Studies

Norfolk & Norwich Festival

Norfolk & Norwich Festival (NNF) shares exceptional arts experiences across East England. *'We lead and support celebration, creativity and curiosity in our community to make our part of the world a great place to live, work and play.'*

NNF takes place in Norwich and around Norfolk for 17 days each May. The Festival programme is multi-artform, contemporary, international and audience-centred. The Festival collaborates with artists *'from down the road and around the world'* to explore the unique physical and cultural identities of our place and to make art which is meaningful to the lives of audiences.

NNF also delivers:

- Norfolk Open Studios which celebrates the creative talents of the visual arts and crafts community in Norfolk;
- Festival Bridge which creates and facilitates partnerships and networks between the cultural and educational sectors for the benefit of all children and young people;
- Common Ground a project which will enable young people from backgrounds of low cultural engagement to generate and present their ideas about their local heritage.

A total of 130,425 people engaged with the work of the NNF in 2019.



SeaChange Arts

Based in Great Yarmouth but collaborating internationally, SeaChange Arts is an independent arts development charity dedicated to delivering outstanding opportunities for artists and communities through supporting, hosting and delivering circus and street arts projects and events which:

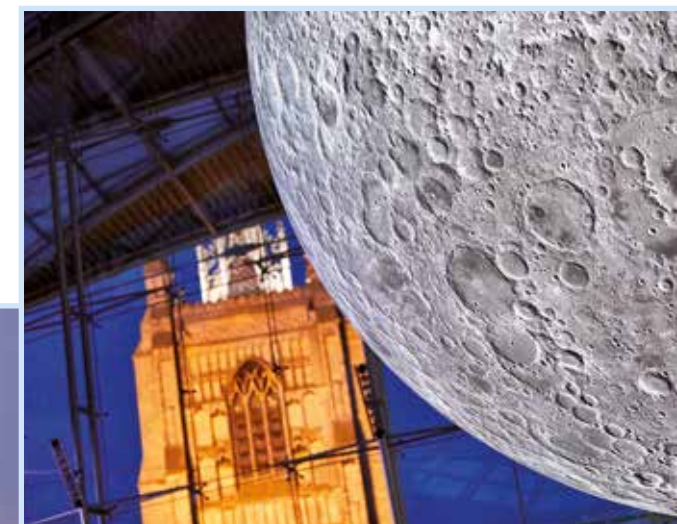
- Strengthen relations with internationally diverse communities;
- Support artists and performers to develop work of the highest calibre;
- Engage and support creative collaboration between local communities and professional artists to develop new work of the highest quality.

Their focus on Circus and Street Arts has developed naturally from Great Yarmouth's rich performance heritage. SeaChange also delivers an arts development function for Great Yarmouth Borough Council, developing the town as an International Centre of Excellence for circus and street arts creation, training and delivery.



The Drill House, its international creation centre, offers residencies to creative companies and artists as well as a thriving base for community activities.

Much of this work is showcased each year at the *Out There* Festival. Produced by SeaChange, it is now the UK's largest free international festival of street arts and circus with an international reputation for its exceptional, innovative and diverse programme. Regularly attracting more than 60,000 people, the festival blends iconic international acts and the finest UK performers with community participation, family fun and hands-on activity.



Coasters

Supported by Arts Council England's Strategic Touring Fund, Coasters was a three-year project, that ended in March 2019, bringing world-class circus and street arts to coastal towns across England. SeaChange Arts lead a consortium of 10 organisations with the shared ambition of building relationships with audiences in areas of lower engagement and helping transform perceptions of coastal towns.

Coasters saw top quality UK and international circus and street arts work programmed in events and festivals around the coast of England. Each Coasters partner worked with their own local partners to build audiences among the lowest engaged, while the project also aimed to increase visitor audiences to each location.



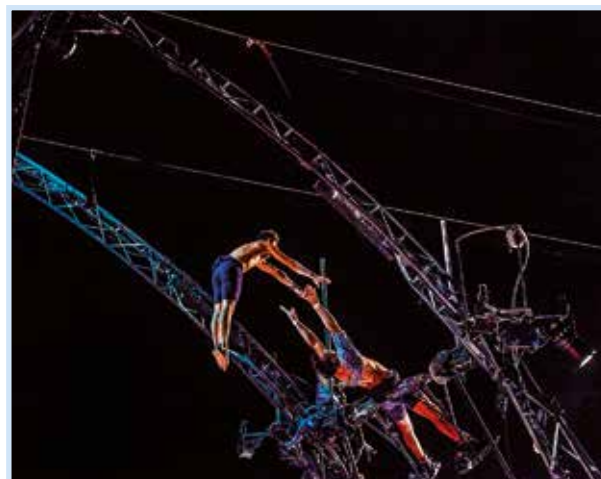
Arts Council England Investment in Norfolk

Arts Council England (ACE) remains a major stakeholder in our arts sector with investment increasing year on year. This includes substantial investment in Norfolk's family of ACE National Portfolio (NPO) organisations, plus investment via a range of other funds including: capital, strategic and National Lottery Project Funds.

In 2014, ACE awarded a total of £7,239,009 over 3 years from 2015-2018 to five Norfolk arts organisations. In 2017 ACE announced its NPO funding investment for 2018-2022 awarding a total of £10,499,284 to 6 Norfolk arts organisations, including five existing NPO organisations and one new NPO organisation:

- Norfolk and Norwich Festival (+ Bridge)
- National Centre for Writing
- Norwich Arts Centre
- SeaChange Arts
- Creative Arts East
- Curious Directive (New NPO)

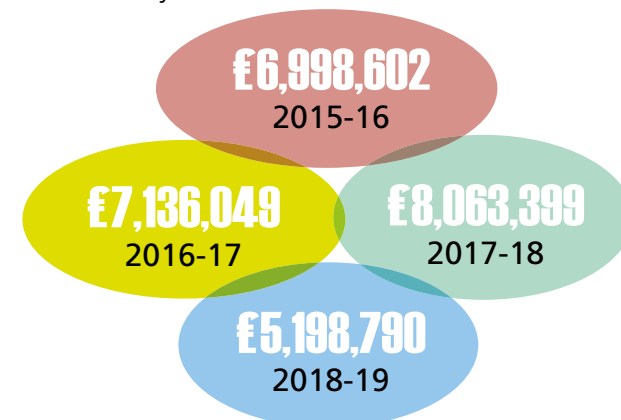
In addition, Norfolk Museums Service became an ACE NPO in 2018 with investment totalling £6,557,808 until 2022.



NCC match funding is an essential requirement of this vital investment enabling recipients to increase their national cultural leadership role and the provision of high-quality arts opportunities, as well as making a major contribution to the local economy.

ACE investment in Norfolk's arts sector in 2018-19 amounted to £5,198,790.

Strategic investment by ACE in arts organisations and initiatives in Norfolk for the last 4 years:

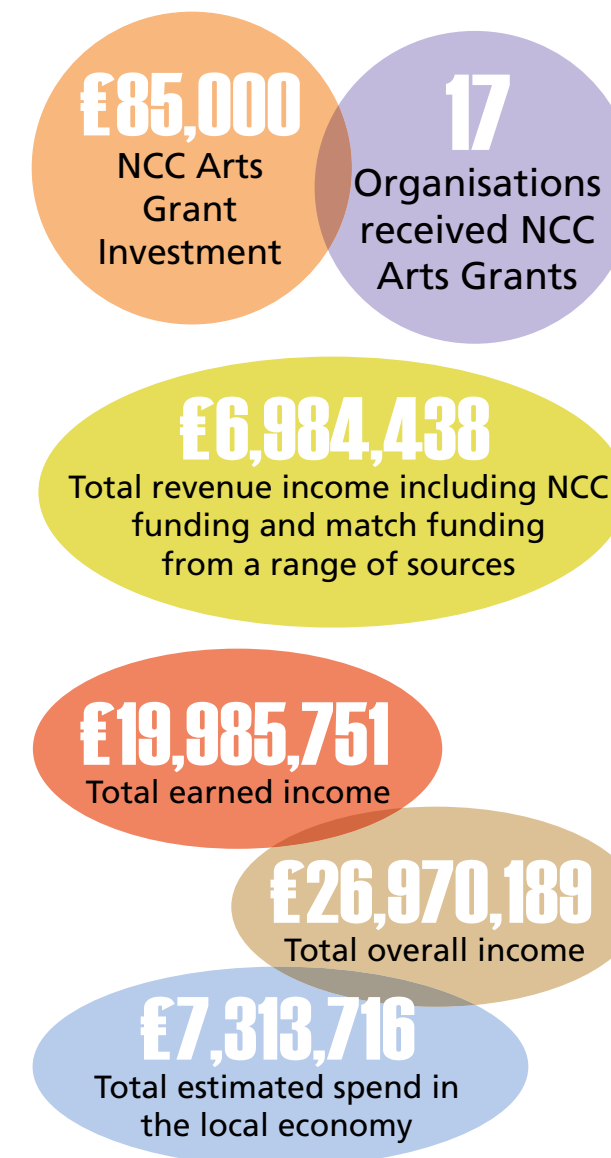


Arts Grants Investment - Facts and Figures 2018/19

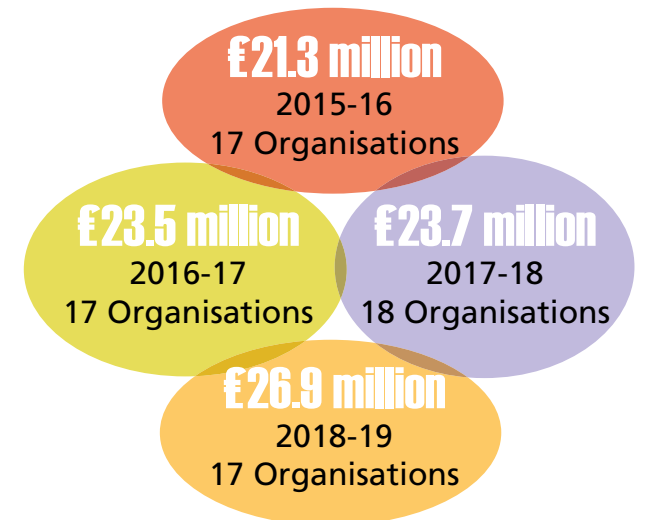
Arts Grant awards are based on:

- Ability of applicants to help fulfil NCC Strategic Priorities;
- Ability of applicants to fulfil our Arts Policy objectives.

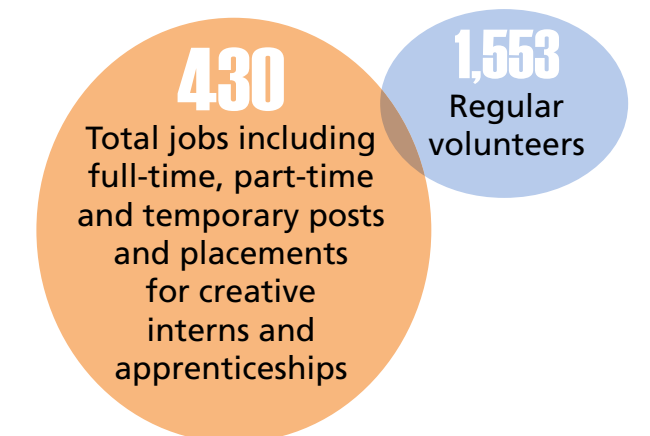
Funding via our Arts Grants budget is an invaluable means of enabling organisations to access a wide range of external investment, including public funding such as the lottery, Arts Council England (ACE), trusts and foundations. Almost all such funds require local authority match-funding and support.



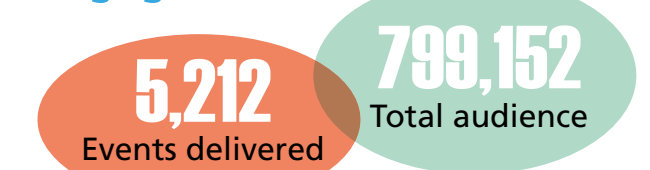
Total income generated has continued to increase year on year:



Employment



Engagement

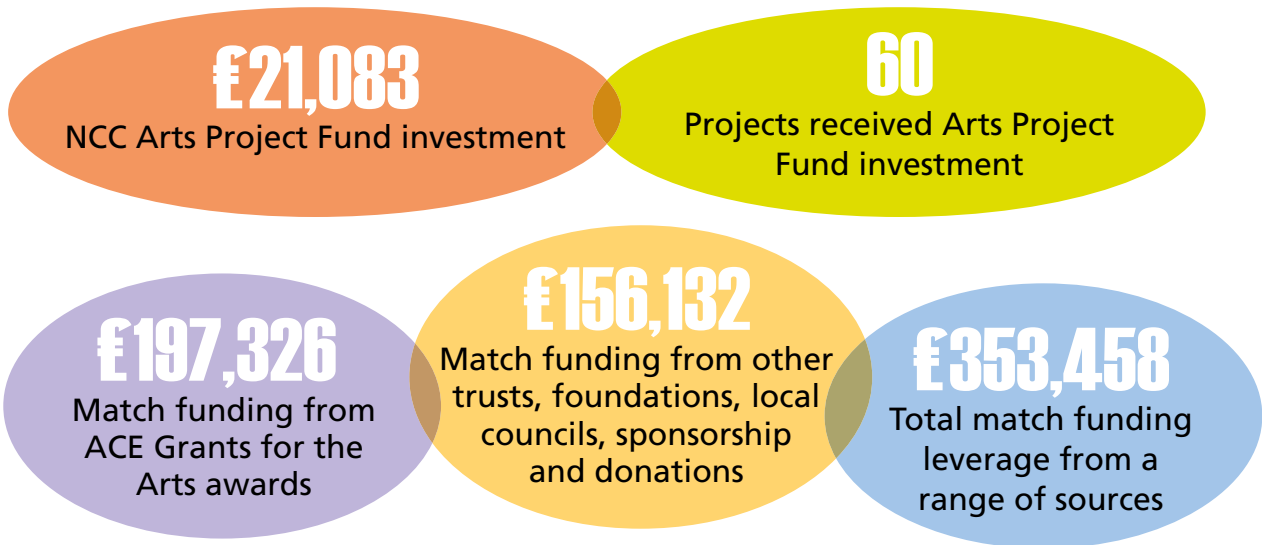


Events included: performances, exhibitions, concerts, festivals, literary events, film shows, educational workshops.

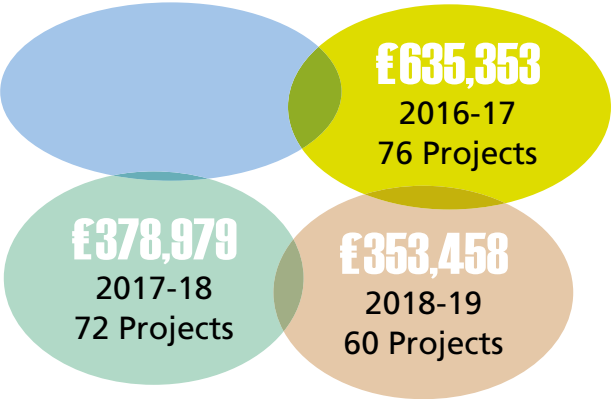
Norfolk County Council Arts Project Fund

In addition to annual grant funding, NAS administers the NCC Arts Project Fund. This small fund is a vital means of supporting small-scale locally based arts initiatives and artists as well as match-funding for larger bids such as Arts Council and Heritage Lottery funds.

NCC Arts Project Fund Investment in 2018/19



Total leverage figures for the last four years:



Case Studies

ToyLikeMe

ToyLikeMe, an arts and play-based not-for-profit organisation based in Norwich and York celebrates the powers of disability representation in toys, to boost self-esteem in disabled children and encourage open minds in non-disabled children. They create artwork to start conversations about disability, influence the toy industry to better represent disabled children and educate through playful school workshops and public events.

In May 2019, a public engagement event for children and their families was held at the Norfolk Summer Deaf Festival, presenting 'See it Be it', an exhibition showcasing D/deaf adults and their varied jobs from doctors to dentists, HGV drivers to café owners, to help raise expectations and aspirations amongst D/deaf children, their parents, carers and teachers. The exhibition included an area where children were encouraged to play with toys which were disability representative including cochlear implants. The feedback from parents and children was very positive.

“My daughter loved seeing all the jobs. I felt proud and connected. My deaf daughter liked seeing other people with hearing aids. It made her feel like she wasn't so different after all.”
Parent

“I felt very happy. I forgot about my hearing aids because I was so into stuff.”
D/deaf child



Wheel Chair Tango

The Wheel Chair Tango project, funded by Arts Council England and lead by Anna Alvarez, involved collaboration with a wheel chair dancer to create a duet based on Tango and Contemporary Dance, and the delivery of Wheel Chair Tango classes at a number of venues in Norfolk (The Garage), East Sussex and London as well as workshops with the "Wheel Chair Dance Company" in Izmir, Turkey.

The aims of the project were to address the lack of inclusivity in Tango through creating a high-quality piece of work that connects wheel-chair dancers to Tango through performance and workshops. The workshops were well attended by people with diverse bodies and abilities. The duet was booked for a number of events in 2019, including: Strictly Wales finale, "Our City Dances" festival and "Fusion" showcase at Sadlers Wells. Anna aims to tour the work more widely across the UK and to continue to explore creating her own methodology for the teaching of inclusive Tango.

“The interest and support in the project has been positive, at times overwhelming but overall demonstrates there is an interest and demand for inclusive Tango.”
Anna Alvarez

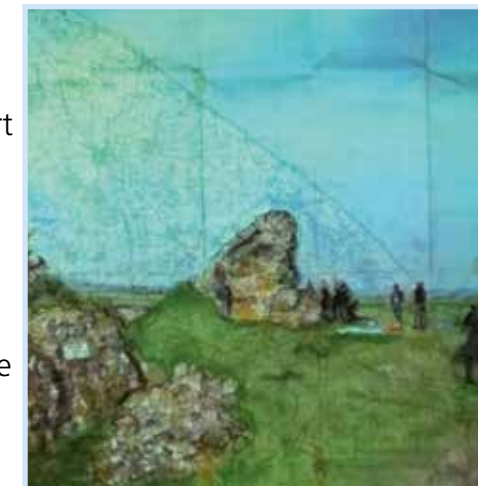


The Restoration Trust – Burgh Castle Almanac

Burgh Castle Almanac (BCA) is a two-year archaeology, creativity and wellbeing programme based at Burgh Castle Roman Fort and Time and Tide Museum. It is run by the Restoration Trust in partnership with Norfolk Archaeological Trust, Access Community Trust and Norfolk Museums Service. Part of Water, Mills & Marshes, a £4.5 million programme supported by the National Lottery Heritage Fund, the Restoration Trust engages and supports people with mental health problems via imaginative, place-based 'Culture Therapy' programmes.

Once a month, people from the local community with mental health problems explore the history and landscape of Burgh Castle using a variety of methods. A fortnight later, the group meets at Time and Tide Museum in Great Yarmouth to create original work that interprets and reflects on their experiences of the site through photography, audio and video recordings, illustration and writing. The group is joined by archaeologists, artists, musicians and environmentalists to explore the landscape in different ways. The project began in May 2018 and concludes in May 2020.

Through the Arts Project Fund, NCC was able to support the Restoration Trust to create materials for an exhibition of work produced by the participants at Time and Tide Museum.



Anna Mudeka - Kure Kure/ Faraway Theatre Production

Kure Kure/Faraway is a new theatre piece devised by Anna Mudeka and a team of associate artists. Directed by David Farmer, produced by Arts La'Olam and co-commissioned by Norwich Arts Centre, the development of this show was funded by the Arts Council England and Norfolk Arts Service through the Arts Project Fund. The final show and workshop is touring arts and community venues.

Reaching back to the Bantu migration some 5,000 years ago from the Tanganyika and Baka tribal regions, Anna Mudeka takes audiences on an inspirational journey to modern-day Zimbabwe, London and Norfolk.

The show pays homage to great ancestors of Zimbabwe with a focus on Nehanda – the powerful female warrior who united the tribes and led the first Chimurenga war in 1896-7.

Anna tells stories from her childhood in a free Zimbabwe – about the influence of her grandmother and the difficult decision to leave and pursue her dream as an artist in the UK. Kure Kure/Faraway speaks of the challenges and opportunities of starting a new life in a different country tackling issues facing the world today including migration, cultural identity and changing belief systems.

Photo credits

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Pg 3	Cllr. Margaret Dewsbury, Cabinet Member for Communities and Partnerships, Norfolk County Council. Photo: Sean Owen, Reflective Arts	Pg 20	Musical Jazz Dance Workshop, Stage Two, Norwich Theatre
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Pg 4	Out There Festival, Great Yarmouth, SeaChange Arts. Photo: JMA Photography	Pg 22	Lighting workshop with Parkside Special School, StageLit project, Norwich Theatre, Playhouse Education. Photo: Max Hilton
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Pg 9	A Little Bit Of Light, Glass House Dance, Norwich Theatre	Pg 29	Out There Festival, Great Yarmouth, SeaChange Arts. Photo: JMA Photography
Pg 9	The Story Machine, National Centre for Writing. Photo: Neeley Drown	Pg 30	Les Philebulistes – Hallali, Out There Festival, Great Yarmouth, SeaChange Arts. Photo: JMA Photography
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KEY PARTNERS

INTERNATIONAL: EUROPEAN REGIONAL DEVELOPMENT FUND **NATIONAL:** ARTS COUNCIL ENGLAND DEPARTMENT FOR DIGITAL, CULTURE, MEDIA AND SPORT MINISTRY OF HOUSING, COMMUNITIES AND LOCAL GOVERNMENT **VISIT ENGLAND** NATIONAL TRUST NHS ENGLAND NATIONAL LOTTERY HERITAGE FUND **CREATIVE UNITED** ORCHESTRAS LIVE **REGIONAL:** SUFFOLK LOCAL AUTHORITIES ARTS COUNCIL ENGLAND, EAST VISIT EAST OF ENGLAND NEW ANGLIA LOCAL ENTERPRISE PARTNERSHIP **PRIVATE SECTOR** LOCAL PARTNERS/STAKEHOLDERS: NORFOLK COUNTY COUNCIL (ALL DIRECTORATES) **BOROUGH COUNCIL OF KING'S LYNN AND WEST NORFOLK** BRECKLAND COUNCIL BROADLAND DISTRICT COUNCIL **GREAT YARMOUTH BOROUGH COUNCIL** NORTH NORFOLK DISTRICT COUNCIL NORWICH CITY COUNCIL **SOUTH NORFOLK COUNCIL** **NCC** **CULTURAL SERVICES:** NORFOLK MUSEUMS SERVICE NORFOLK LIBRARY AND INFORMATION SERVICE **NORFOLK RECORD OFFICE** NORFOLK COMMUNITY LEARNING SERVICE ACTIVE NORFOLK **ALL NCC FUNDED ARTS ORGANISATIONS:** **CINEMA CITY** CREATIVE ARTS EAST CURIOUS DIRECTIVE **KING'S LYNN FESTIVAL** MADDERMARKET THEATRE NATIONAL CENTRE FOR WRITING **NORFOLK & NORWICH FESTIVAL** NORWICH ARTS CENTRE NORWICH PLAYHOUSE **NORWICH PUPPET THEATRE** NORWICH THEATRE ROYAL ST. GEORGE'S THEATRE **SEA CHANGE ARTS** SHERINGHAM LITTLE THEATRE THALIA THEATRE COMPANY **THE GARAGE** WESTACRE WYMONDHAM MUSIC FESTIVAL **OTHER:** **NEW ANGLIA CULTURAL BOARD** NORFOLK ARTS FORUM NORFOLK COMMUNITY FOUNDATION **VISIT NORFOLK** VOLUNTARY NORFOLK UNIVERSITY OF EAST ANGLIA **NORWICH UNIVERSITY OF THE ARTS** NORWICH CITY COLLEGE VISIT NORWICH **NEW WOLSEY THEATRE** CCSKILLS A WIDE RANGE OF COMMUNITY AND VOLUNTARY ORGANISATIONS



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