

## **P&R Appendix D**

### **2014/15 Creative Economy Commissions - Summary of Outcomes**

#### **Northern Creative Hub: £15,000**

Helmsley Arts Centre continued its work as a creative hub with particular emphasis on establishing links with the visitor economy and supporting smaller & non-venue based arts organisations.

- Worked to develop more partnerships e.g. hosting conference for North Yorkshire Music Therapy and offered support and expertise to small or developing organisations.
- Developed a partnership with Ryedale ArtWorks to improve HAC's visual arts offer. Ran an arts market as part of Little Fest to create an additional opportunity for Ryedale-based artists to get product to market
- Made the previously RDC funded apprentice a permanent member of HAC staff as Arts Coordinator: the post-holder took over the management and delivery of the 1812 Youth Theatre, has been developing programming skills (through mentoring/shadowing) and takes some responsibility for show running. She is also Youth Ambassador for HAC in school careers and work placement projects.
- Successfully linked with local businesses through Helmsley in Business and both supported and initiated town events (e.g. Yorkshire Day, Magna Carta), as well as providing "content" for activities to encourage visitors/shoppers to Small Business Saturday etc.
- Delivered a series of open evenings for accommodation providers and packaged ticket and overnight sales. Worked to increase HAC's profile (generically rather than around any particular event) through information in bedroom browsers etc.

#### **Promoting Ryedale's Heritage Offer: £7,500**

This piece of work was managed by RDC's Creative Economy Officer on behalf of the museums. All Ryedale's Accredited museums took part (alongside Woodhams-Stone who are seeking Working Towards Accreditation status). They worked to raise the profile of the museums and increase audiences through:

- A joint press campaign including coverage for specific events, profile raising around the Woodhams Stone Collections and highlighting role of volunteers across the museums. Strong editorial pieces in the Dalesman, Yorkshire Post etc.
- Training for all museums around social media and creation of social media marketing strategy. Creation of appropriate SM accounts for museums which had not previously been users.
- Creation of high quality images for use across all marketing platforms. Each museum now has a significant image bank (created by Malton-based photographer) and these images are being used on an ongoing basis on websites, accompany press-releases and in promotional literature.
- Cross promotion through professionally written copy and high quality images on North York Moors site, Visit York site, Visit Ryedale etc.
- Creation of a brand identity for Museums Ryedale

#### **Maximising local economic benefit from performing arts: £9,300**

Rural Arts worked to develop rural promoters skills, develop audiences and make rural touring more sustainable. They also piloted a project to connect promoters to visitor economy businesses.:

- Volunteer promoters (working from village halls across Ryedale) were trained in social media, digital marketing etc. This resulted in an increased number of promoters using their own websites and pushing tickets/info via twitter etc. The number of people buying tickets online was also increased (by offering ticket purchase via the Rural Arts website).
- RA ran a networking day at the North Yorkshire Moors Railway for promoters, creative businesses and visitor economy businesses. This included seminars on best practice in marketing and case studies in the use of social media, Visit Ryedale & WTY. The event also encouraged use of Visit Ryedale event listings.

- A number of partnerships between Promoters & local businesses were created. E.g. Gilling East Village Hall worked with Helmsley micro-brewery, selling their beer at the event. This partnership has now continued over a number of events and is popular with everyone.

### **Supporting Arts Businesses : £10,000**

Ryedale Artworks membership of circa 45/50 small creative businesses (including practitioners and galleries) worked to increase sales opportunities and develop capacity in areas such as marketing, business skills etc. They also piloted the provision of small loans.

- Continued programme of professional development opportunities (including practice development seminars from regional artists and business development seminars).
- Continued programme of joint marketing through the successful Ryedale ArtWorks brand.
- Worked in partnership with the White Room Gallery in York where a programme of Ryedale ArtWorks branded exhibitions highlighted Ryedale's visual arts offer and resulted in significant sales for participating artists.
- Piloted a loan scheme to determine if access to small amounts of money could help make creative businesses more successful. E.g. an artist blacksmith borrowed £400 to undertake some additional skills training which would allow him to pitch for more commissions. He successfully completed the course and repaid the loan. He is now able to generate more income and his business is more sustainable.
- Working in partnership with Helmsley Arts Centre to deliver an Art Fair

### **Pilot / Small scale commissions : £4,000**

A scheme offering seed money for smaller pieces of work or to test riskier ideas. A number of projects were supported:

- A piece of print-work for Malton's heritage was produced and distributed as a joint project from Malton Museum, the Woodhams-Stone Collection, the Dickens Society (the Counting House) and Castle Garden. This has been very successful and has given visitors a number of reasons to extend their visit, as well as highlighting the presence of the organisations to local people.
- Beck Isle Museum purchased equipment to support their outreach programme
- Ryedale Book Festival received investment to support their audience development work. They produced a beautiful festival brochure which included a centre section illustrating the local food, drink and accommodation offer to festival goers.

### **Festivals Collaboration: £10,000**

Ryedale Festivals Partnership – including Ryedale Book Festival, Cajun Festival, Staxtonbury, Great Edstone and LittleFest - came together to identify areas of mutual support and training required. Initially, this project was delivered by Galtres Festival, but work was completed by Create Arts Development.

- Work to increase capacity in small, local, volunteer delivered festivals
- Training/support around marketing, audience development, health & safety best practice etc.
- Support around making festival offer more financially sustainable through joint action where possible/appropriate (e.g. joint procurement, shared equipment etc.)
- A database of local food and drink producers to encourage procurement of local suppliers