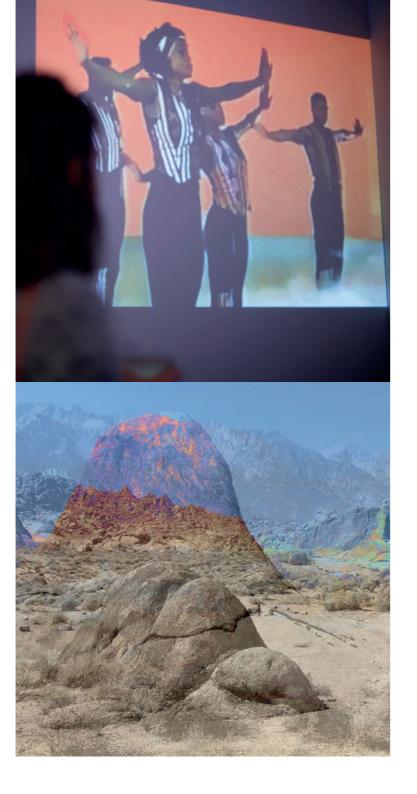
Making Our Way - an ambition for <u>Visual</u> <u>Arts in</u> <u>Sheffield</u> 2019 - 2024



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Making Our Way forms part of *Making Ways*, a programme supported by Sheffield Culture Consortium through Arts Council England to showcase, celebrate and develop exceptional contemporary visual art produced in the city.

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"The Making Ways programme has had a huge and transformative effect on artists and arts organisations in Sheffield. We now need to build on that legacy to ensure a thriving visual arts landscape into the future." Judith Harry, Chair of Sheffield Culture Consortium and Executive Director, Site Gallery

*The Making Ways Steering Group* includes representatives from **Bloc Projects**, **Museums Sheffield**, **S1 Artspace**, **Sheffield City Council, Sheffield Hallam University**, **Site Gallery**, **The University of Sheffield**, **Yorkshire Artspace** and a representative panel of artists based in the city.

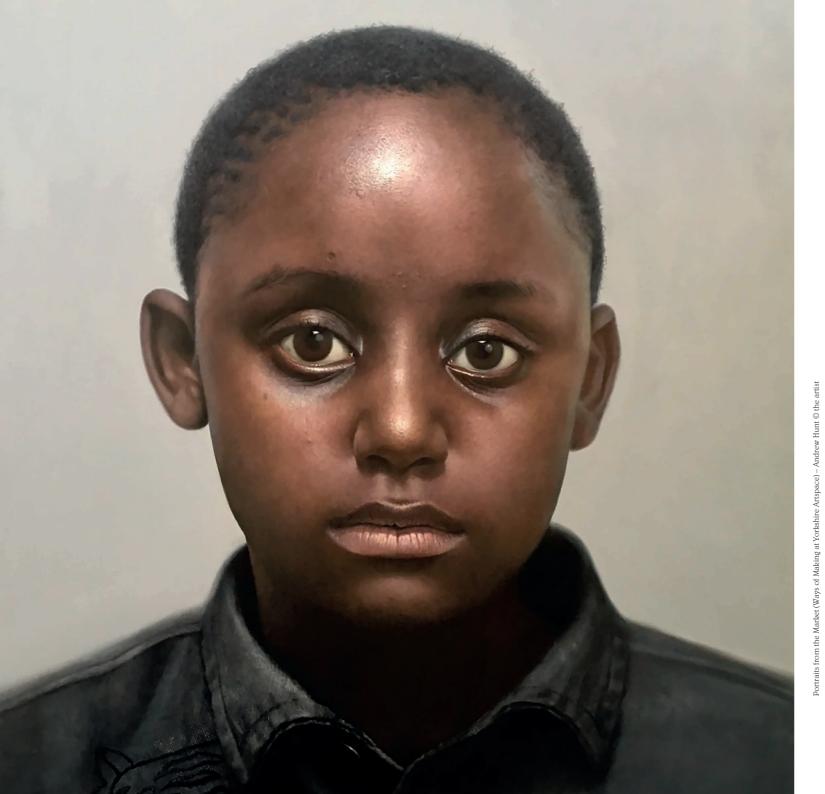
# A Collective Endeavour

Making Our Way has been developed under the guidance of the <u>Making Ways</u> <u>Steering Group</u>, the governance body for **Making Ways**, an Arts Council Ambition for Excellence project awarded to the Sheffield Culture Consortium.

Making Our Way

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Individual artists, curators, writers and organisations small and large have been invited to contribute to create a collective vision for the visual arts in Sheffield.



In 2016 Sheffield's Culture Consortium was awarded £550.000 artist-led organisations, alongside Museums Sheffield's from Arts Council England's Ambition for Excellence scheme for exemplary programme, gives the visual arts a strong foundation the Making Ways Project; a trailblazing programme and a legacy from which to project its ambitions. We recognise there is room for of Sheffield's highly successful Year of Making. Making Ways growth and the potential is significant. This document outlines our revealed artistic talent and supported artists and their creative and vision for the future as Making Ways draws to a close. professional progression. An ambitious programme was delivered in collaboration with artists, visual arts organisations, Sheffield Hallam University and The University of Sheffield.

Making Ways is Sheffield's largest visual arts funded programme to date and has signalled the ambition to work collaboratively to raise the city's profile. The re-opening of Site Gallery in 2018 after major capital investment, S1 Artspace's ambitious plans for a major arts and culture centre at Park Hill and the growth of small independent

### Sheffield -**A Flourishing** Home for the **Visual Arts**

"Like a number of my graduate peers I have personally been a direct beneficiary of Making Ways funding, collaborations and opportunities for which I feel both proud and privileged." - Anne Byerley, Sheffield Institute of Art graduate

Making Our Way

Through multiple studio providers, Sheffield offers approximately 500 studio spaces for artists. The studios have a collective annual turnover of more than £1m.

Sheffield hosts over 50 small independent art organisations.<sup>2</sup> 3 major art galleries and 23 smaller organisations provide the people of Sheffield and beyond with public access to the visual arts.<sup>3</sup>

Museums Sheffield's Millennium Gallery welcomes approximately 800,000 visitors each year. It is home to the city's Designated Collection of Metalwork, the Ruskin Collection and a high profile exhibition programme of art, craft and design. Museums Sheffield has longstanding partnerships with the V&A, National Portrait Gallery and the Guild of St George. Adjacent to the Millennium Gallery is the Graves Gallery, home to Sheffield's significant collection of Visual Art. The Graves Gallery opened in 1934 and is now in need of investment to realise its potential to be an exciting focus for visual art in the twenty-first century.

Sheffield is one of the first wave of cities that have launched a Cultural Education Partnership (Creative Sheffield) as part of an initiative by Arts Council England working alongside IVE (the Arts Council Bridge Organisation in Yorkshire and Humber).



The visual arts are served by two higher education establishments; Sheffield Hallam University and The University of Sheffield. Both have been key partners in supporting the visual arts sector in the city.

The University of Sheffield, a world top 100 university, is part of the Russell Group and has an established reputation for research.

Sheffield Institute of Arts has a long history that can be traced back 176 years to 1843. It sits within Sheffield Hallam University which is the 6th largest University in the UK. In the 2014 Research Excellence Framework Assessment, Sheffield Hallam was ranked in the top 5 of all UK Modern Universities.

In NESTA and Creative England's research into geographical hotspots of activity in the UK, Sheffield was identified as one of 47 Creative Clusters.<sup>4</sup> The report noted that Sheffield, alongside northern cities such as Liverpool, Leeds and Newcastle has well developed education and research connections with their universities which is enabling the creative industries sector to grow.<sup>5</sup>

There is massive potential for the creative industries to develop further in Sheffield. We currently have 1,765 creative businesses, providing 6,873 creative jobs, and gross value added (GVA) of approximately £248m.6 Sheffield has stronger knowledge engagement and SME engagement and training than other northern cities such as Newcastle.7

Visual arts make a valuable contribution to the creative industries, a key factor in the UK moving to first place in the 2018 annual Soft Power Index report by Portland Communications.<sup>8</sup> Like all cities with a strong creative base. Sheffield has real potential to attract more visitors, students, businesses and tourists through its strong visual arts offer.

In 2016, the Creative Industries GVA for Yorkshire and the Humber was £2.57bn within a wider UK Creative Industries contribution of £101.5bn.9 The sector now generates 5.5% of the UK economy and is growing.10

Sheffield's Creative Industries contribute to a national creative economy which accounts for 1 in 11 jobs across the UK and employs 700,000 more people than the financial services. In 2016, over 3 million (3,034,000) people worked in the creative economy.<sup>11</sup>

Of the creative workers in the sector nationally, 35% are selfemployed, compared with 15% across the workforce as whole. Freelancers make up a significant portion of self-employed workers in the creative industries and almost 95% of creative industries businesses are micro businesses (less than 10 employees).<sup>12</sup> Sheffield at a city level reflects this national makeup. Its DIY, start-up-led approach to creative businesses is evident across the city.

Arts Council England's investment in the visual arts outperforms the returns of any other artform. The Arts Council invests 12.5% of its budget on visual arts, which delivers 40% of funded projects and 25% of total audiences.13

## The Existing **Provision &** Impact of the **Visual Arts**

The Visual Arts sector delivers even greater value for the 9 Government's investment in schools. Research clearly shows that students from low income families who take part in art are three times as likely to get a degree; the employability of students who study arts subjects is higher and they are more likely to stay in employment.14 Galleries in the UK have pioneered new, imaginative approaches to actively engage audiences of all ages, with such success that the UK is now an acknowledged world leader in gallery education.15

There is a growing body of evidence to demonstrate that the arts enhance the physical and mental health and wellbeing and quality of life for people of all ages. The All Party Parliamentary Group on Arts, Health and Wellbeing report shows that engagement with the arts can enable people to take greater responsibility for their own health and wellbeing and improve the humanity and efficacy of our health and social care systems.<sup>16</sup>

Research shows that the visual arts make Treasury investment in the NHS go further by improving the health and wellbeing of patients<sup>17</sup> and reducing the length of hospital stays.18



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# Looking to the Future

Evidence demonstrates the value that the visual arts bring Despite these difficult circumstances, the visual arts sector regionally and nationally within the UK and the strong role shows resilience. Collaborative working, the sharing of they can have within current Government agendas around intelligence and resources, investment in talent, and civil society, Local Industrial Strategy, soft power<sup>19</sup> ambitions, developing innovative partnerships helps to create social mobility and health and wellbeing agendas. initiatives that reach within communities to build audiences, strengthen engagement, and connect to peers nationally and The visual arts can inspire individuals, create community and internationally.

articulate the ambitions of a city internationally. However, we cannot ignore the difficult climate we continue to work which includes low pay, a challenging funding environment as well as the continuing uncertainty around Brexit and what this means for the UK globally and for the sector.



# A Vision for the **Visual Arts in** Sheffield

"The visual arts help us to understand who we are and to share that experience with others across time and place. At a time when our world feels fractured, we need this more than ever." - Penny McCarthy, Artist and lecturer

- Visual arts will underpin a flourishing creative city, where communities can enjoy and participate in art and artists can develop and grow.
- Sheffield will have an enviable national and international profile due to its home-grown creative talent and innovative programming and partnerships will enable the visual arts to thrive and ambitions to be realised.
- We will be recognised as a city where artists and organisations can connect to and maintain an international presence and profile through shared relationships, opportunities and programming.
- Quality will underpin our programming and projects with artists, organisations and communities.
- The visual arts will be strategically embedded within the city and recognised as having a fundamental role in bridging and building communities, to the benefit of the people of Sheffield.

### **A** Collective Ambition

Contribute to the city socially, economically and politically whilst We want to lead with a difference and set our ambition building on an evidence base that demonstrates our impact which is apart from other cities. recognised by the city.

"Making Ways Ambition for Excellence was a trailblazing initiative. The project's City-wide approach, with multiple partners and funders, demonstrated how collaboration increases impact, delivering greater artist support, infrastructure development and new platforms for distributing excellent art." - Daniel Cutmore, Arts Council England

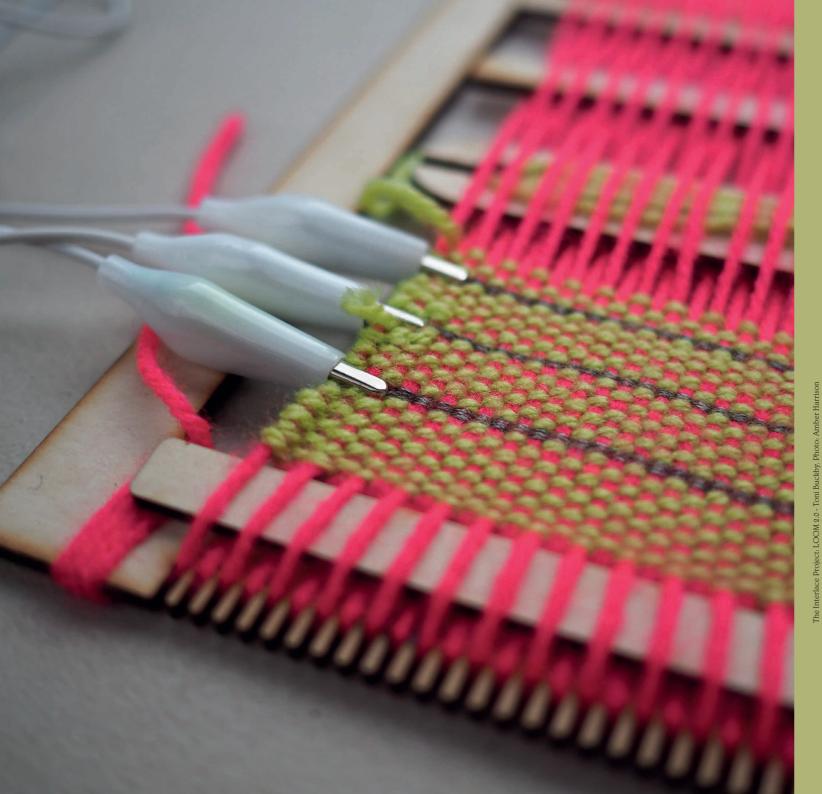
### We plan to -

Develop new models of support and advance existing sustainable models of funding and support that reflect the size and shape of the city and its international ambitions.

Enable more organisations and artists to thrive in Sheffield through tailored support and collaborative working, whatever the stage of their career.

Be known as a city that welcomes new and nurtures existing creatives with the infrastructure to develop and springboard Sheffield's breadth of talent.

Have greater reach across our diverse community, ensuring more people in Sheffield have access to the visual arts with ambitious engagement programmes that are revered by other cities.



# Our Key Strands

We have identified five key strands of work:

### • Investing in Talent

To ensure Sheffield is known for nurturing talent and developing and sustaining visual arts careers.

### • Raising Profile

To reposition the profile of Sheffield within the visual arts nationally and internationally.

### • Civic and Community Impact

To reach more people across Sheffield through participatory programmes that have meaningful impact to them.

### • Repositioning the Visual Arts within the City

To advocate for the visual arts within key city strategies and articulate the value the sector brings to society.

Build on the nature of collaboration adopted successfully through Making Ways and establish long term co-operative working between organisations, platforms and artists.

Enable more informal networking to create a more permeable infrastructure and utilise our collective investment to generate new opportunities.

Develop a culture of constructive criticism around the artistic leadership and decision-making in the city to facilitate a greater openness to debate, enabling cultural leadership and talent development through sustained listening and responsiveness.

Facilitate greater ties to university research projects to encourage the cross dissemination between the visual arts and academia and enable new projects to develop.

Develop strong partnerships with other sectors, including the business community, to strengthen the visual arts.



### We plan to:

Develop a new visual arts panel charged with supporting the implementation of this vision.

Champion artist-led involvement in decision making to ensure collaborations are not just institutionally driven.

Explore the possibility of a new visual arts festival (informed by learning gained from Art Sheffield), creating a new vehicle that combines multiple offers and platforms to artists and audiences.

Explore joint publicity initiatives including online visual arts listings for audiences to access.

Develop a support structure for artists offering advice, guidance and fundraising workshops to ensure a wider demographic of artists develop new skills.

Create a forum between studio complexes to encourage co-operation including encouraging them to widen engagement with artists working from home.

Working collaboratively to create a set of standards for the visual arts that provide an ethical position on pay, protect intellectual property and develop guidelines on internships and supporting the mental health of arts professionals.

Seek funding for a centralised database and noticeboard to enable more opportunities to be shared.

Encourage dialogue with universities to consider research collaboration and initiatives.

Support organisations, such as CADS, to find, negotiate, secure and sustain affordable creative spaces in empty buildings, providing permanent, non-permanent and pop-up spaces for the visual arts sector.

Seek to broker a university workshop access system on behalf of artists that goes beyond what's on offer with the Artist's Access to Art Schools (AA2A) programme.

Develop an equipment library for arts professionals to access and share.

### Communication & Collaboration

To utilise our collective skills, resources and networks better to improve opportunities for artists and organisations.

"Collectively the sector needs to continue to improve channels of communication and increase the levels of collaboration; peer to peer support and artist advocacy needs to be actively encouraged." - Paul Morrison, artist

Work with schools, colleges and Create Sheffield to develop clearer career pathways and new opportunities to inspire future generations of creative talent including through mentoring with established artists, crafts people and entrepreneurs.

Offer multiple, alternative routes in art education to individuals from diverse backgrounds to gain access into the visual arts sector.

Build on existing professional development programmes for artists at all stages of their careers to ensure they are supported and developed.

Invest in cultural leadership to ensure our organisations are led by strong, resilient leaders able to navigate the complex environment the sector sits within.

Encourage and increase the number of artists, curators and critics of national and international standing coming from Sheffield.



### We plan to:

Embrace a spirit of generosity and connect artists to buyers, collectors, curators and galleries through our collective networks.

Through profiling and connections, place Sheffield based artists work within major national and international collections.

Build stronger connections with writers and publications to profile the work of artists in Sheffield.

Develop and sustain the business support and routes to market that Sheffield's independent creative talents need to sustain thriving careers for years to come.

Support early mid-career artists and curators with a sustained focus on developing more ambitious opportunities and reasons to commit to the city.

Explore a means to provide support for self-organised or temporary projects inspired by the methods adopted by Making Ways.

Encourage organisations and individuals to share contacts to enable exhibition opportunities for Sheffield based artists in other cities.

Develop arts graduate schemes that are open to all graduates from the UK to encourage new exciting talent to relocate to Sheffield, giving a wider mix of visual arts practices and help Sheffield to become more recognised as a place that supports talent.

Forge lasting people-based connections that will support visual art practitioners at all stages of their career, including curators, educators and other arts providers as well as art makers.

Organisations will work with Sheffield-based artists in a variety of ways through their creative programmes to support artist development and raise the profile of city-based talent.

Over 5 years 20 artists Sheffield artists will be supported professionally by the Freelands Artists Programme delivered collaboratively by Site Gallery, S1 Artspace, Bloc Projects, Yorkshire Art Space and Museums Sheffield.

Seek resources to undertake an annual Sheffield Artist Survey to inform our development of artist focused support.

Encourage starter studio programmes, such as those at Yorkshire Artspace, with subsidised rates.

Encourage collectors to buy from artists' degree shows as a way of supporting young artists.

Invite a range of artists, curators and critics of international standing to visit Sheffield through Sheffield Institute of Art's Transmission and Gravity lecture programme to discuss art practice and new innovative models with student and non-student audiences.

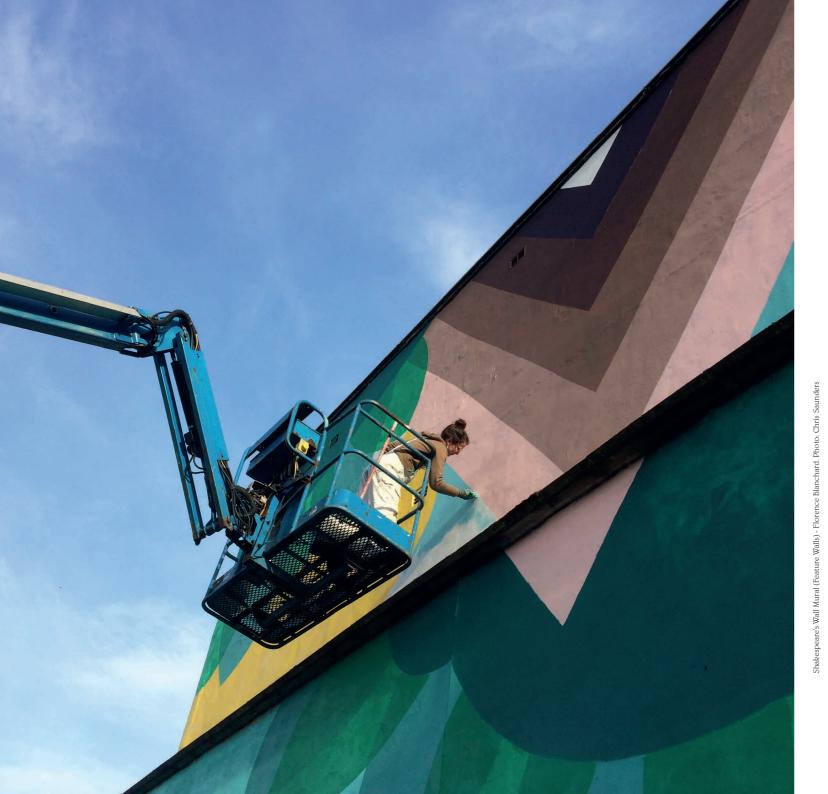
### **Investing** in Talent

To ensure Sheffield is known for nurturing talent and developing and sustaining visual arts careers.

"Somehow being in Sheffield made me more visible than being in London. There its saturated in terms of how many artists are there. Here I can concentrate and make work." - Haroon Mirza, artist and winner of the Northern Art Prize, British Art Show exhibitor and winner of the Silver Lion Award at Venice Biennale guoted in the Guardian, 2011<sup>20</sup>

Support the professional development of graduates in their first years through the Sheffield Institute of Art Fine Art Bridging Scheme (FABS) hosted by Bloc Projects, Site Gallery, S1 Artspace and Museums Sheffield.

Support S1 Artspace to continue to contribute to the national Syllabus project that supports artist development



Develop an exciting and compelling narrative about the visual arts in Sheffield.

Embrace and assertively promote the exceptional artistic assets that Sheffield has to offer.

Promote Sheffield's visual arts community to artists looking to relocate, articulating the city's vibrant, unique, locally-defined art scene as one of the most desirable locations for UK artists outside of London.

Share the national and international success of our visual artists and organisations.

# Raising Profile

To reposition the profile of Sheffield within the visual arts nationally and internationally.

" I have more visibility as an artist on a national and international stage, being based in Sheffield." - Ryan Mosley, artist

### We plan to:

Develop an ambitious international engagement plan that acts as a vehicle to promote Sheffield visual arts abroad, connecting into the international art world and art market.

Build a strong relationship with the British Council and look to contribute to their goal of increasing the number of cultural connections between the UK and the world by 2021.<sup>21</sup>

Explore more opportunities for artists' work to be purchased by an international collector base.

Promote the publicly owned collections cared for by Museums Sheffield nationally and globally recognising their international significance.

Build on the success of the Bloc Projects exchange to Bergen, developing further international collaborations.

Raise the profile of Sheffield, through its artists being placed within international residencies, biennials, exhibitions and collections and sharing these success stories.

Promote and extend the international reach of Fine Art Research Staff at Sheffield Hallam University to create new links locally and internationally.



Forge greater links to diverse communities beyond the city centre.

Commit to developing long term relationships with communities to build trust and respect over generations.

Demonstrate the valuable contribution visual arts can bring and develop cross-sectoral initiatives that have positive impact within communities.

## Civic & Community Impact

To help more people across Sheffield participate in life-enhancing creative activity.

### We plan to:

Work closely with both universities to develop research initiatives and projects that deliver ambitious participatory programmes across Sheffield informed by audience consultation.

Encourage artists to engage with difficult community settings and identify opportunities to support them in this work.

Connect with heritage organisations to create projects that bring the visual arts to heritage settings and therefore widen the audience.

Support Create Sheffield (Sheffield Cultural Education Partnership) in joined-up art and cultural offers locally, share resources and bring about a more coherent and visible delivery of cultural education.

Promote arts activities that contribute to the Government's strategy for tackling loneliness through activities that encourage a sense of community.

Lobby for every child's right to access visual arts organisations three times per year and receive discounted public transport to do so.

Support socially engaged practice and the Social Art Summit to better serve the community, develop skills and new social enterprise models.

Collaborate on Arts and Cultural Heritage Trails.

Support the initiatives of the National CDI/Creative Cultural Skills to promote careers to young people in our city and encourage the visual arts sector to embrace Creative Apprenticeships.



Grow our agency politically, build alliances and ensure we are recognised for our value to the city.

Lobby for visual arts provision within education systems across Sheffield.

Impress the importance of the visual arts within planning and urban Advocate and evidence the transformational power of the visual realm development and advocate for a city-wide public art strategy. arts through university-led research activity that creates robust data to share.

Ensure the visual arts and culture are seen as key to Sheffield's Local Industrial Strategy and that the Local Enterprise Partnership recognises the contribution made by the visual arts towards the prosperity of the city.

## Repositioning the Visual Arts within the City

To advocate for the visual arts within key city strategies and articulate the value the sector brings to society.

Making Our Way

### We plan to:

Grow philanthropic support and build third party advocates who can voice their support for the visual arts.

Ensure that the Graves Gallery sees major improvement as part of future plans for the Central Library Building.

Ensure that city leadership recognises and celebrates the value and impact of the visual art sector.

Draw attention to the value the visual arts bring in terms of jobs and career opportunities: Sheffield City Region aims to deliver 70,000 net additional jobs, increase GVA by 10% or £3bn and 6,000 businesses.<sup>22</sup> The visual arts have the potential to create more startups, grow more indigenous jobs and attract firms to relocate to the city and build a sense of place.

Develop an invitation list of VIPs from business, statutory and community sectors that can be used by both arts organisations and individual artists to raise the visibility of the city's artistic excellence.

Seek funding to produce a six-monthly bulletin that articulates the impact of the visual arts in various community engagement activities in Sheffield and influence city-wide decision makers.





The visual arts in Sheffield need to continue to develop new and maintain existing stakeholder, funder and partnership relationships to enable our success moving forward. The visual arts community will therefore continue to work closely with:

- Sheffield Culture Consortium ٠
- Sheffield City Council .
- The University of Sheffield
- Sheffield Hallam University
- Create Sheffield .
- What Next? Sheffield .
- Arts Council England .
- The Crafts Council .
- . **British Council**
- National Skills Academy .
- . **Creative Industries Federation**
- Department for Culture, Media and Sport .
- Department for International Trade
- **English Heritage**
- Historic England
- The National Trust

# Moving Forward

We commit to continuing to work together as a sector to collectively deliver our ambitions through the sharing of resources, skills, connections and ideas. We will task the new visual arts panel with the measurement of how we all, as individuals and organisations, contribute and deliver against our aims, reporting annually on our progress, editing and reviewing activity to ensure it remains relevant and ambitious. We also commit to long term evaluation of the impact the visual arts sector has within the city of Sheffield that will equip us with the evidence to advocate for the value of visual arts and their ability to contribute to the health and wellbeing of the city and its communities.

Making Our Way

We will ensure our work complements and supports the following local and national strategies and policies:

- 29
- Sheffield City Region LEP Strategic Economic Plan • 2015-2025
- **Create Sheffield Action Plan** ٠
- The Y&H TUC Culture Manifesto .
- Arts Council England Ten Year strategy . (currently in consultation)
- British Council's Global Arts Strategy (2016-2021) .
- Sheffield Hallam University Strategy to 2020 .
- The University of Sheffield Strategic Plan 2017-2022 .
- Department for Culture, Media and Sport Culture . White Paper (2016)
- Unlocking Talent, Fulfilling Potential; A Plan for improving ٠ social mobility through education, HM Government
- Industrial Strategy, HM Government .
- A connected society: A strategy for tackling loneliness, . HM Government
- Civil Society Strategy: Building a Future that works for • everyone, HM Government

We will continue to work collaboratively through:

- Our Favourite Places Culture Guide website for Sheffield, run by Eleven Design Studio, with associated publications and city promotion.
- Sheffield Brand Partnership a collaboration between . Sheffield City Council, Sheffield Hallam University, the University of Sheffield and other city partners to develop and promote a city vision.

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<sup>1</sup>Strategy 2017-2022, The University of Sheffield <sup>2</sup>Page 6, A Culture Plan for the Sheffield Cultural Consortia 2017-2022 <sup>3</sup>Page 6, A Culture Plan for the Sheffield Cultural Consortia 2017-2022 <sup>4</sup>Pg 5 Bakhsi, H & Mateos-Garcia, J. The Geography of Creativity in the UK, NESTA & Creative England. Pg 6, Bakhsi, H & Mateos-Garcia, J. The Geography of Creativity in the UK, NESTA & Creative England. <sup>6</sup>ONS, Business Structure Database, Annual Business Survey, Annual Population Survey and NESTA analysis. Pg 26, Bakhsi, H & Mateos-Garcia, J. The Geography of Creativity in the UK, NESTA & Creative England sourced from HESA Qualifier Datase, NE-BCI Survey, HEFCE Research: Ref results, NESTA analysis. 8The Soft Power Index, Portland Communications 2018 °DCMS Sectors Economic Estimates 2016: Regional GVA 10DCMS sector Economics Estimates 2017: GVA <sup>11</sup>DCMS sector Economics Estimates 2017: GVA <sup>12</sup>DCMS sector Economics Estimates 2017: GVA <sup>13</sup>ACE published submissions for 2013/14 <sup>14</sup>The Ĉase for Cultural Learning, CLA 2011 <sup>15</sup>ACE Visual Arts: Achievements, Challenges and Opportunities 16Creative Health: The Arts for Health & Wellbeing, July 2017, APPG on Arts, Health and Wellbeing 17A Prospectus for Arts and Health, Department of Health and Arts Council England, 2007 http://www.artscouncil.org.uk/publication\_archive/a-prospectus-for-arts-and-health/ 18http://www.publicartonline.org.uk/resources/research/healthcare\_research\_evaluation.php 19Soft power is the use of methods that involve generating international power through influencing other countries by building positive international relationships. Cultural partnerships and relationships are often developed in this manner for this purpose. <sup>20</sup>Needham, A. The Guardian Newspaper 30/12/11 <sup>21</sup>British Council Global Arts Strategy 2016-2021. See:https://www.britishcouncil.org/organisation/press/British-Council-unveils-global-arts-strategy <sup>22</sup>Sheffield City Region Strategic Economic Plan

Sheffield Cultural Consortium is... Museums Sheffield / Sheffield Theatres Trust / Sheffield Industrial Museums Trust / Showroom-Workstation / Site Gallery / Yorkshire Artspace / Sheffield International Venues / Sheffield Music Hub / Sheffield Creative Guild / Sheffield Cultural Education Partnership SNAP / Dance Network Sheffield / DocFest / University of Sheffield / Sheffield Hallam University / Sheffield City Council

