

Norfolk ARTS Service

THE ARTS
IN NORFOLK:
AN OVERVIEW
2021-22



Norfolk County Council



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



European Union
European Regional
Development Fund



‘Our investment will make creativity and culture more accessible for everyone, now and in the future. And in turn, creativity and culture will transform our communities.’

Darren Henley
Chief Executive, Arts Council England



Foreword



It gives me great pleasure to write this foreword to Norfolk Arts Service’s latest Advocacy Report which looks back on all that has been achieved by our arts and cultural sector as the country has emerged from the global Covid-19 pandemic.

and creativity is investment in our communities, our businesses and our people, to make sure everyone’s creativity is given the chance to flourish, and we all have access to high quality cultural experiences.

It has been fantastic to see our arts and cultural organisations reopen their doors and welcome the public back to their venues and events.

The cultural and creative industries generate hundreds of millions of pounds of income for our region every year, and contribute immeasurably to our visitor economy, community wellbeing, our sense of identity and our enjoyment of life at every stage.

The work delivered by our arts and cultural sector during the pandemic to ensure that, despite restrictions, Norfolk residents and visitors continued to be able to participate in and enjoy a great wealth of arts opportunities and new experiences, forming an excellent foundation for re-engaging with audiences at live events, bringing people and communities back together to enjoy and participate in shared cultural experiences.

As we face new financial challenges due to the global economic slowdown and the ‘cost-of-living-crisis’, Norfolk County Council is committed to ensuring the sustainability of our internationally regarded arts sector. We will continue to advocate at every opportunity for the social and economic value and impact of the arts, and to work to attract ongoing external investment to support the provision of high-quality creative opportunities and a vibrant cultural county for all.

We welcome Arts Council England’s continued and significant support for arts and cultural organisations in Norfolk, and the wider Eastern region, through the 2023-26 National Portfolio Investment programme. Investment in the arts, museums, culture

Cllr. Margaret Dewsbury
Cabinet Member, Communities and Partnerships, Norfolk County Council
Chair, Norfolk Arts Forum





An Overview of the Arts in Norfolk

The arts 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 support the delivery of Norfolk County Council's 'Better Together, for Norfolk' Vision and Strategic Priorities, contributing to:

- **A vibrant and sustainable economy** through cultural tourism and the visitor economy, external funding investment and the development and growth of creative enterprise.
- Providing **better opportunities for children and young people** and for people of all ages to lead **healthy, fulfilling and independent lives** through access to, and participation in, high quality arts opportunities, skills, learning and career development.
- Creating **strong, engaged and inclusive communities** with a **greener, more resilient future** through place-making and regeneration and improving physical and mental health and wellbeing.

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

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 provide the following key services:

- Administer the NCC Arts Grants budget supporting 14 professional arts organisations and up to 50 community projects, each year.
- Manage and promote the Norfolk Arts Forum, a free cross-sectoral membership organisation with more than 1,000 members and an annually elected Executive Committee.
- Provide a range of support services for arts organisations, artists, creative enterprises, community groups and volunteers.
- Co-ordinate the annual Norfolk Creativity and Wellbeing Week promoting the health and wellbeing benefits of engagement in arts and culture.
- Lead partner with Suffolk County Council for the administration and strategic delivery of the work of the Norfolk & Suffolk Culture Board.
- Strategic lead for Head East, a major Norfolk & Suffolk Culture Board cultural tourism marketing and PR campaign which aims to further build the East's reputation as a 'must see' UK cultural destination.
- Strategic lead for the Norfolk Tourism Sector Support Best Practice Group, a tourism recovery programme involving a partnership of all 7 Norfolk district councils, Visit East of England and NCC.
- Key partner in EXPERIENCE, a €23m project led by NCC to attract visitors in the off-peak season through an innovative 'experiential tourism' approach, co-financed by the European Regional Development Fund through the Interreg France (Channel) England Programme.
- Key partner in Transforming Cities, a £59m partnership project (NCC, Norwich City Council and district authorities of Broadland and South Norfolk) funded by central government to deliver major improvements to active travel, drawing upon the city's rich cultural, heritage and environmental assets to develop new wayfinding infrastructure.
- NAS has a Partnership agreement with Borough Council of King's Lynn & West Norfolk and Norfolk Museums Service to help facilitate the strategic development of the Borough's culture and heritage sectors.



Responding to local and national priorities

We support the delivery of Norfolk County Council's '**Better Together, for Norfolk**' Vision and Strategic Priorities.

Our Vision

In Norfolk, we cherish our heritage, we embrace opportunity, and offer an extraordinary place in which to spend a lifetime.

- We want Norfolk to be the place where everyone can start life well, live well and age well, and where no one is left behind.
- We want our economy to be vibrant, entrepreneurial and sustainable, supported by the right jobs, skills, training and infrastructure.
- We want our communities to feel safe, healthy, empowered and connected, their individual distinctiveness respected and preserved.

Our Priorities

- **A vibrant and sustainable economy**
- **Better opportunities for children and young people**
- **Healthy, fulfilling and independent lives**
- **Strong, engaged and inclusive communities**
- **A greener, more resilient future**

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.

Culture Drives Impact

We support the CULTURE DRIVES IMPACT: Norfolk and Suffolk Culture Board Manifesto priority themes and commitments.

Culture gives us the resources to thrive, to participate in civic life, to explore new creative connections, to feel active and energised. A strong, dynamic, confident cultural sector can drive impact which delivers sustainable wellbeing with and for the communities of Norfolk and Suffolk. This is based on four types of strategic impact each of which is a priority theme for this Manifesto centred on **Sustainable, culture-driven, wellbeing.**



- 1 People & Community**
Engaged, inclusive, ethical culture.
- 2 Health & Happiness** Active, accessible, uplifting culture.
- 3 Dynamism & Innovation**
Collaborative, enterprising culture.
- 4 Environment & Planning**
Responsible, pioneering culture.
Consultations with the cultural sector and partners have guided the development of the three shared commitments for culture in Norfolk and Suffolk.

Commitment 1: A cultural sector based on fairness and inclusion

Commitment 2: A cultural sector which works with and for communities

Commitment 3: Environmental responsibility and activism.

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, Arts Council England Strategy 2020-2030

We support the outcomes and investment principles set out in Arts Council England's (ACE) 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.

Art Council England's 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.

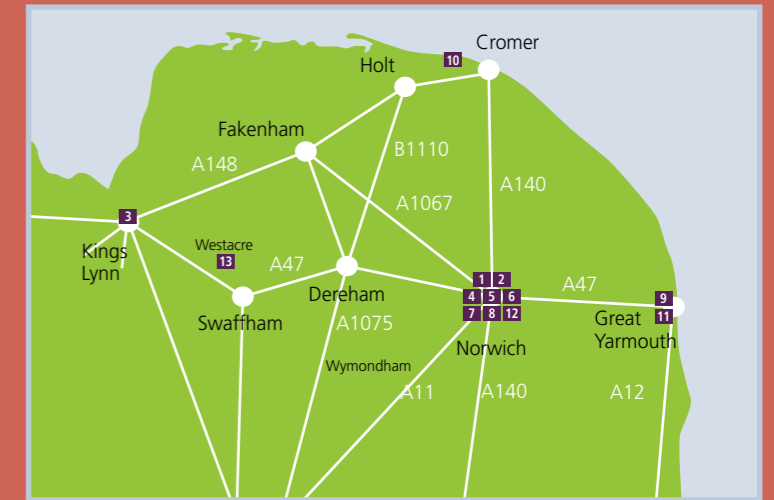
• Environmental responsibility:

Cultural organisations lead the way in their approach to the climate emergency.

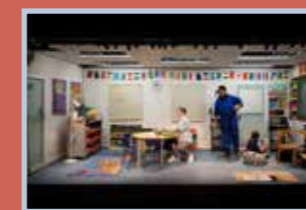
NCC Arts Grants 2021-22

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.

13 arts organisations received investment from the Arts Grants Budget in 2021-2022.



1 Creative Arts East
www.creativeartseast.co.uk



2 Curious Directive
www.curiousdirective.com



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



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



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



6 Norwich Arts Centre
www.norwichartscentre.co.uk



7 Norwich Puppet Theatre
www.puppettheatre.co.uk



8 Norwich Theatre
www.norwichtheatre.org



9 Out There Arts
www.outtherearts.org.uk



10 Sheringham Little Theatre
www.sheringhamlittletheatre.com



11 St. George's Theatre
www.stgeorgetheatre.com



12 The Garage
www.thegarage.org.uk



13 Westacre Theatre
www.westacretheatre.com

‘Cultural organisations boost local economies and also contribute to people feeling proud about where they live.’

Sir Nicholas Serota
 Chair of Arts Council England

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 Norfolk and Suffolk Culture Board Manifesto **CULTURE DRIVES IMPACT**.

The LEP Economic Strategy for 2017-36 identified the cultural sector as one of 10 key sectors at the core of this work to ensure that the East continues to be recognised as an economically dynamic and thriving region.

‘Culture has a unique role in placemaking, the visitor economy, inward investment, skills, health and wellbeing, and inclusive growth. The New Anglia Cultural Board plays an important role in ensuring that culture is at the heart of our economic recovery.’

Norfolk & Suffolk Unlimited: Covid-19 Economic Recovery Restart Plan, New Anglia LEP, June 2020

‘The cultural sector of Norfolk and Suffolk contributed £272 million in GVA in 2018 and grew by 16% since 2015. It supports job creation and delivers impact across the economy. Culture, then, drives growth. But it also helps shape a different kind of economy, based on wellbeing and sustainability.’
CULTURE DRIVES IMPACT – *The Norfolk and Suffolk Culture Board Manifesto, 2022*

Norfolk Arts Service is a lead partner, with Suffolk County Council and other stakeholders, in delivering key Norfolk and Suffolk Culture Board strategic initiatives across the region.



A Vibrant and Sustainable Economy

StartEast

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 on behalf of the New Anglia Culture Board and delivered by the New Wolsey Theatre. 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. As hoped, the project enabled a significant change in the capacity, ambition, impact and economic contribution of our regional creative enterprise sector. As part of the project legacy, Norfolk County Council continues to manage the StartEast website which has been developed into a comprehensive one-stop shop and resource for creative enterprise across the region.

Creative Unlimited Business & Entrepreneurs Support Programme

Building on the positive momentum achieved by StartEast, we continued to support creative enterprise development in the region through partnership in the Creative Unlimited Business & Entrepreneurs Support Programme.



Funded by the Norfolk Strategic Fund and project partners, Creative Unlimited was designed to support economic recovery and growth in the creative, cultural and digital sectors in Norfolk and Suffolk. A partnership between New Anglia LEP, University of East Anglia, Norwich University of the Arts, University of Suffolk, Suffolk County Council and Norfolk County Council, the project helped organisations and individuals develop and showcase their creative enterprises through a programme of free bespoke business workshops, masterclasses, mentoring and direct support.

24 creative, cultural and arts businesses and organisations from across the New Anglia region were selected to participate in the Invest East: Creative Unlimited Investment Readiness Programme. Thirteen participants (just over 50%) were beneficiaries of StartEast and the programme enabled them to further develop their creative enterprise, strengthen their business models and become investment ready. Three businesses have successfully accessed further investment so far and the cohort are working individually with professionals to develop marketing strategies.

The approach provided support and developed confidence in creative and tech-enabled businesses across Norfolk and Suffolk to grow and identify cross-sector supply chain opportunities.

Platform 21, delivered by Norwich University of the Arts, provided a series of free monthly workshop sessions for people interested in starting their own creative business or becoming a freelancer. The sessions, run by industry professionals, covered research, branding, marketing, finance, legal and networking.

Create Growth Programme

Following the delivery of these two successful and innovative projects, New Anglia LEP as the lead partner of a regional consortium submitted a successful application to the DCMS Create Growth Programme.

The consortium is one of six regions outside London which has been awarded £1.275m to deliver a new scale-up programme designed to create more jobs across the country in our thriving creative industries and drive economic growth. The project will preserve the considerable expertise, specialist knowledge and delivery strategies developed over many years to support the development of creative industries in Norfolk and Suffolk.

The University of East Anglia is the lead delivery partner for the programme in our region, providing high-growth creative industry businesses in Norfolk, Suffolk, Cambridgeshire

and Peterborough with bespoke business support and mentoring to prepare them to access investor engagement through pitching events and investor outreach.

Creative businesses will also be able to draw from a fund of up to £7 million delivered by Innovation UK to provide financial support and connect creative companies with national investors.

New Anglia LEP submitted the bid on behalf of a consortium including Cambridgeshire and Peterborough Combined Authority, Norfolk County Council, Suffolk County Council, University of East Anglia, University of Suffolk, Norwich University of the Arts and Anglia Ruskin University Peterborough.



Case Studies

National Centre for Writing Early Career Awards

The Early Career Awards are a new form of literary prize, combining the power of awards with the unique, year-round educational programme of the National Centre for Writing (NCW). Support from Arts Council England has helped them create an early career digital programme, providing free resources, professional development and industry advice for new writers. Tailored early career support for the award-winning writers includes residency opportunities, mentoring and industry support to help them build a sustainable career.

In 2020, the thirteenth year of the prize, the Desmond Elliott Prize moved into the care of National Centre for Writing. The Prize is central to a suite of three new awards from NCW celebrating and supporting early-career writers.

With a reputation as the most prestigious award for debut novelists, the Desmond Elliott Prize encourages publishers from across the UK and Ireland to submit literary fiction debuts for consideration, awarding one winning author £10,000 to shape their developing career.

The UEA New Forms Award seeks fiction that explores the boundaries of possibility. University of East Anglia has a reputation for creative writing spanning half a century. In collaboration with NCW, this award exists to champion bold innovation in craft, rewarding a daring new voice in fiction. One winning writer receives £4,000 and a programme of professional development and opportunities to further their writing career.

Each year the Laura Kinsella Fellowship is offered to one exceptionally talented early-career writer of literary fiction living in England. Set up to support writers experiencing limiting circumstances, or whose voices are under-represented in mainstream literary fiction, the support is bespoke, responding to the requirements and ambitions of the writer. The selected writer should be committed to their development and show extraordinary promise, receiving £4,000 and a programme of professional development and opportunities to further their writing career.

NCW ran the Desmond Elliott Prize for the second time in 2021, the winning book was AK Blakemore's 'The Manningtree Witches', described in the Guardian as 'a stunning first novel'. The Laura Kinsella Fellowship for writers who have faced barriers to publication went to Harminder Kaur who developed schizophrenia while studying and is using the experience to inform her fiction. The UEA New Forms award went to Charlotte Geater, an Ipswich-born writer who uses her experience of chronic illness to inform her poetry and prose.



Kickstart East Anglia - Creative Arts East

From April 2021, Creative Arts East lead a consortium of 34 cultural employers across the region who provided six-month work placements to 86 unemployed young people aged 16-25 who were claiming Universal Credit, as part of the national government-funded Kickstart programme.

Placements covered a wide range of roles, including communications, marketing, production and event organisation, building participants' confidence, track record and transferable skills through on-the-job experience and access to bespoke training and networking sessions.

Current data shows that 81% of participants have improved their work-based transferable skills, and 89% of participants have made positive progressions into employment or education on completion of their placement. The last placements ended in September 2022.

Introduction to the Creative Industries Programme 2022 - The Garage

After a successful pilot of the Introduction to the Creative Industries Programme in 2021, The Garage were able to offer this training for a new cohort in 2022 thanks to support from the Norfolk Community Foundation and New Anglia LEP Community Challenge.



The free programme is aimed at people aged 18-30 who are interested in a creative career but need some help getting started. Tailored to participants' interests and needs, it includes group training sessions, industry expert talks, visits to local creative organisations and individual mentoring sessions. All designed to help them into creative jobs or further training.

Participants have found taking part in the programme a rewarding and inspiring experience, which has provided them with experience and opportunities they need to build a career in the Creative Industries in Norfolk. Participants have gone on to further and higher education, found employment and realised their own creative projects. Participants said:

"The programme took me from a place where I was extremely stuck and refocused me completely...the work experience and coming into The Garage each week helped me build confidence (and) learn how to work with people in a professional environment." Arthur

"It's the perfect course for someone who might not know what they want to do next... It provides so much information about how to get going with a creative career with great advice from the industry experts." Ruby

"It's a really good course, I'd recommend it to anyone. I've got a job now which I wouldn't have got. The Garage is such an inclusive environment." Molly

Cultural Tourism

Cultural Destinations

Cultural Destinations was a cultural tourism initiative funded by Arts Council England and Norfolk and Suffolk County Councils. It brought together cultural leaders, local authorities and tourism partners in a strategic partnership to work together to 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.

It aimed to raise the profile of the region via targeted marketing and promotional campaigns and the creation of a dynamic new web resource (visiteastofengland.com) 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.

Head East

Head East, hosted on the Visit East of England website, is an innovative and inclusive digital marketing and PR campaign, celebrating the rich and diverse arts, culture and heritage sectors across Norfolk and Suffolk. The project is led by Norfolk County Council on behalf of the Norfolk and Suffolk Culture Board and supported by the New Anglia LEP, Suffolk County Council, Interreg EXPERIENCE, University of East Anglia, Norfolk Museums Service and Visit East of England.

Phase 1 of the campaign, which ran from June 2021 until March 2022, aimed to further build the East's reputation as a 'must see' UK cultural destination; support the region's economic recovery; increase visitor numbers to the region, support the development of a year-round visitor

economy and to drive engaged audiences to find out more and book cultural visits.

Evaluation by The Audience Agency found that Head East was successful in developing awareness and interest in the cultural offer of Norfolk and Suffolk, providing strong branding and visuals, targeting profile audiences effectively via paid advertising combined with other elements, for example, through outdoor advertising, media, PR, search ads, social media, website and newsletters and delivering added value via impactful campaign ideas including competitions.

Phase 2 (April 2022 to March 2023) extends the work of the Head East campaign as the voice and platform for culture, environment, arts, music, performance, history and heritage for Norfolk and Suffolk. The campaign will continue to build brand awareness and numbers, informing current audiences of key events and acquiring new audiences via content across Head East platforms and the Visit East of England website, working in collaboration with cultural partners across Norfolk and Suffolk to support grassroots organisations with less resource.



Norfolk Tourism Sector Support Package

The Norfolk Tourism Sector Support Package was set up in July 2020 to support tourism businesses across the county in providing a safer environment for visitors to Norfolk, along with local communities. Funded by the Norfolk Strategic Fund (£2.225m) and delivered through an innovative collaboration between Norfolk County Council, all seven District Councils, Visit East of England and local Destination Management Organisations (DMOs), the overarching goal of the initiative was to aid the recovery of the visitor economy.

£2m was distributed to the seven Districts to invest according to local needs and priorities, supporting local tourism and hospitality businesses via grant schemes and investing in activities and infrastructure to support Covid-19 tourism safety initiatives. VEE made an additional successful bid (£350k) to the Cabinet Office for Unexplored England, a collaborative initiative to extend the tourism season through 2020 and to build demand for 2021.

Building on this successful partnership, Norfolk Arts Service manages the Norfolk Tourism Sector Best Practice Group, which continues to develop this collective approach to support the tourism sector across the county to explore and develop proposals which will benefit tourism businesses, including joint marketing initiatives and a sustainable/green accreditation scheme.

EXPERIENCE

EXPERIENCE is a €24.5 million project co-financed by the European Regional Development Fund (€16.9m ERDF) through the Interreg VA France (Channel) England Programme 2014-2020. Norfolk County Council is the lead partner, working with 13 other organisations across 6 pilot regions in France and England.

The project is promoting experiential tourism to extend the tourism season (October – March), with the aim of attracting 11,309,368 additional new visitors across the 6 regions by project end and 33,828,354 by 5 years later, as well as delivering sustainable economic growth. Together, project partners are reinventing the way in which the economy, environment, culture, communities and brands interact; focusing on sustainable, low-impact tourism activities to secure the future resilience of our natural and cultural assets.

Experiential travel is a growing movement in tourism with a 'tread lightly' ethos, respectful of both people and place. EXPERIENCE is uniting cross-sector tourism stakeholders and using local knowledge to co-create innovative new tourism offers. The project will also upgrade existing infrastructure to support enjoyable off-season access to our natural and cultural heritage. This includes the Norfolk Way Art Trail, a series of 5 public art commissions which celebrate Norfolk's unique and distinctive natural and cultural riches.

Place-making and Public Realm

Transforming Cities

In 2018, Norfolk County Council, in partnership with Norwich City Council, Broadland District and South Norfolk councils, submitted a successful 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. The overarching vision is to invest in clean and shared transport, creating a healthy environment, increasing social mobility, active travel and boosting productivity through enhanced access to employment and learning.

As part of this vision, NCC and project partners will deliver a distinctive wayfinding system to supplement and significantly improve the existing system. This will enable a shift towards more sustainable modes of travel around the city, particularly walking; encourage exploration, wandering and discovery; and stimulate sustainable economic growth.

To deliver these objectives, the project will focus on two wayfinding strands at key locations:

- Conventional - infrastructure rationalisation and development including the installation of up to 52 new minilith totems.
- Creative – installation of up to 10 public art interventions.



NCC and project partners, including EXPERIENCE, are working with Norwich BID to manage the commissioning and delivery of 10 site-specific public art interventions at key locations (one for each city district) in Norwich which will form a unique cultural asset for the city. This will comprise 8 'book bench' interventions which will compliment and capitalise on the City's international status of UNESCO 'City of Literature' and the Norwich "The City of Stories" brand, and 2 light installations which will act as major gateway/focal points for the city.

Proposals were invited from artists to respond to two Norwich 'gateway' locations: Norwich Arts Centre/St Benedict's Street and Eastbourne Place. The brief asked artists to design a multi-sensory, accessible public light installation that will engage local communities, reveal and celebrate hidden stories and inspire visitors to explore the city, including in the off-season months between October and March.

The public voted for their favourite artwork from a shortlist of designs. Two new artworks were chosen:

Interval by Limbic Cinema at Eastbourne Place

Flint by Toy Studio at Norwich Arts Centre/St Benedicts Street.

The new works will be installed in Norwich in March 2023.

Case Studies

EXPERIENCE: Norfolk Way Art Trail

In order to increase visitor numbers to Norfolk during the off-season, the EXPERIENCE project has commissioned a series of dynamic new artworks to form the Norfolk Way Art Trail, an exciting outdoor public art trail spanning 250 miles of Norfolk. Creative Giants, an artist-led creative agency, has been contracted to manage the development of the trail.

Proposals were invited from artists from across the world to respond to locations along the Trail to design multi-sensory, accessible public artworks that would engage local communities, reveal hidden stories and inspire visitors to explore the county between October and March. A total of 15 artists were shortlisted and showcased in an online exhibition where members of the public could indicate which artworks they liked the best for each area. The artworks selected from the shortlisted concept designs are:

Iron Reef, concept by Studio Maetherea for Reedham Ferry

Flock, concept by toyStudio for Diss Mere, Diss

Honing Passage, concept by Studio Sabine Marcelis for the North Walsham & Dilham Canal

The EXPERIENCE Team is working with the artists to develop their proposals which will be installed in 2023.



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 facilitating the King's Lynn and West Norfolk Cultural Board 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 and Borough Council of King's Lynn and West Norfolk.
- 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.
- Ongoing work to support the Borough Council of King's Lynn and West Norfolk's culture and heritage-based approach to funding proposals including the Future High Streets Fund, Historic England's High Streets Heritage Action Zones scheme and the Town Deal.



Case Studies

Fire on The Water – Out There Arts

Fire on The Water is a 3 year partnership project between Out There Arts and Great Yarmouth Borough Council to programme 3 events to create a magical display of fire installations and sculptures in the town.

The first event was originally planned for 2019, but after being postponed due to Covid, it finally took place over 16 days in October and November 2021. Fire on The Water 2021 was a fire garden installation trail on the Venetian Waterways featuring commissioned fire and light sculptures by 12 local and international artists. The event was a sell-out success with audiences of over 35,000 attending.

A schools and community engagement/ participation programme, including a relaxed performance day, was delivered as part of the project and 3,000 free tickets were distributed to schools and local groups representing disadvantaged communities and families.

Fire on the Water 2022 – Beach Edition, sponsored by Visit Great Yarmouth and Interreg Experience, took place from 22-28 October on Great Yarmouth Central Beach providing a dynamic and dramatic outdoor experience featuring dance and acrobatic performances, light installations and night-time fire shows for an audience of c.30,000.

This dramatic new addition to Out There Arts event portfolio provides an new unique place-based cultural experience which encourages tourists to visit Great Yarmouth and Norfolk out of season and is an exciting addition to the Head East cultural tourism offer for the region.



Healthy, Fulfilling and Independent lives

Culture, Health and Wellbeing

‘We believe that, by ensuring that everyone in the country has access to high quality creative and cultural activities, they will, in turn, lead happier and healthier lives.’

Sir Nicholas Serota, Chair, Arts Council England – Creative Health & Wellbeing Plan, 2022

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* which set out comprehensive national research and evidence on the impact, value and contribution of arts and cultural engagement to health and wellbeing.

The report informed Arts Council England’s *Creative Health & Wellbeing Plan*, which sets out how the concept of Creative Health will bring value to people, to communities, and to the creative and cultural sector, and will allow them to deliver more deeply and more effectively against the aims of Let’s Create 2020–30 strategy.

Arts Council England’s *Creative Health & Wellbeing Plan* published in July 2022 says, we will promote creative health as a fundamental part of living well, for individual lives, in communities, and globally. This work will enhance our shared understanding of the importance of creativity in people’s lives.

Our work on creative health will:

- 1 position creativity at the heart of people’s lives, particularly those experiencing inequalities;
- 2 support the act of connecting people with their communities through creativity, particularly in places where access to culture is limited and where, in turn, health inequalities are often present;
- 3 support the creative innovations of professionals working in this sphere, and enhance the global reputation of the partnerships between our country’s creative and cultural and health and wellbeing sectors.

Moving forward, we will deliver via three strands of work:

Partnerships – working strategically with the health and social care sectors

Place – embedding the work in our place-based approach

Practitioners – focusing on skills development for creative practitioners

Arts Council England - Creative Health & Wellbeing Plan, July 2022



Norfolk Creativity and Wellbeing Week

Our approach in Norfolk delivers against all three strands of work as exemplified by **Norfolk Creativity and Wellbeing Week**.

Creativity and Wellbeing Week is a national festival celebrating the power of creativity and culture to transform our health and wellbeing. The annual event is a partnership between London Arts and Health Forum and the Culture, Health & Wellbeing Alliance. It is an open festival where anyone who wants to host an event focused on culture, arts and wellbeing is encouraged to join in and contribute to the programme.

41 organisations and artists generously participated in Norfolk Creativity and Wellbeing Week 2022 and the programme featured 83 events. This included open days, art and craft sessions, film and theatre performances, dance and singing workshops, yoga and meditation, walking for wellbeing, exhibitions, talks, professional development sessions, and more. Events took place in locations across all six district areas of Norfolk, with many online events providing open access for everyone.

Event organisers provided the following feedback:

‘Really positive, at our creativity and wellbeing event many people stayed for the full time and tried all the different activities. Lots said they really enjoyed it’.

‘They got so much out of it - the ability to express themselves through art, fun and friendship.’

‘Very positive! The events were led by community members, so offered a fresh perspective and a new way of working which I hope to build upon’.

We also commissioned a professional development programme, delivered by artist and researcher Nicola Naismith, who introduced her new research findings from *Practising Well: Conversations & Support Menu*. The sessions provided stimulating and thought-provoking opportunities to exchange experiences with peers, experiment with reflective practice methods and consider on an individual and collective level what it means to ‘practice well’.

‘The session raised some important issues that are relevant across all organisations... providing clarity around what needs to change’.
Session participant

Norfolk Creativity and Wellbeing Week continues to provide Norfolk County Council with a vital and high-profile national opportunity to advocate for and shine a spotlight on the many ways in which arts and culture contribute to health, wellbeing and quality of life for people throughout Norfolk. It is also a key mechanism through which to help us further build on our strategic work to encourage and support greater collaboration between arts, culture, heritage, health, HE and social care partners in the county.

Case Studies

Creative Community Recovery Programme, Norwich Theatre

In March 2020 Norwich Theatre closed its venues due to Covid-19 Government restrictions. As it was unable to welcome people to see shows or to take part in workshops and classes in person, Norwich Theatre adapted and re-invented its Take Part programme specifically to meet the needs of the local community in the wake of the pandemic. Through the Creative Community Recovery Programme, it was able to continue to connect with those most in need.

The overall aim of the Programme was to harness the power of creativity to address the disconnection and isolation that so many individuals, particularly those most impacted by the pandemic, were experiencing by addressing the challenges of loneliness, supporting participants to feel valued, develop new skills and to build friendships.

The county-wide programme was made up of an eclectic mix of participatory activities in a variety of art forms including online, and when possible, in-person workshops, Creativity Packs – printed arts activities specifically for older adults, Creative Care Packages, Cloth of Kindness stitching packs and digital wellbeing workshops.

The Theatre developed new community partnerships and links with care homes, sheltered housing schemes and food banks in Norwich and Norfolk to deliver the project.

The majority of people that took part were over 60 years of age, from Norwich and the surrounding areas. Between September 2020 and May 2021, 16 practitioners delivered



a programme of 33 online workshops and discussions, 253 individuals took part in the activities, 464 individuals received a creativity pack, 100 individuals received a Creative Care Package and 200+ Cloth of Kindness sewing packs were distributed.

Through participant surveys, Norwich Theatre evidenced that by re-engaging in cultural and social opportunities, participants benefited from enhanced feelings of emotional and mental wellbeing and a decreased sense of loneliness, which improved their sense of belonging and self-esteem and strengthened their resilience in tough times.

In November 2021 Norwich Theatre was awarded the Best Age Friendly Outreach Award at the national Fantastic for Families Awards for this project. Fantastic for Families Awards celebrate the wealth of exceptional creative provision for families across the UK and the achievements of those who have made an outstanding contribution to family-friendly arts and culture.

“For me, taking part in joint online education and activities plays such an important part in my coping with all the restrictions of these lockdowns especially when delivered by someone with so much knowledge, humour and approachability.” Participant

Out There Arts Community Engagement Programme

Out There Arts provides transformational opportunities for artists and communities by supporting the creation and development of new work through residencies, commissions, hosting and delivering world class international Outdoor Arts and Circus projects and events.

Based in Great Yarmouth, the organisation provides meaningful engagement opportunities and high quality creative and participatory experiences for communities. Working through partnerships with a wide network of local organisations, its ambition is to build strong, lasting relationships to support people to overcome barriers and pro-actively shape cultural activity in their town.

The creative opportunities that Out There Arts provides for members of their local community contribute positively to the participants' improved physical and mental health and wellbeing.

“It's amazing. Such a fantastic variety of acts, a platform for artists from all over the world. My children and I loved the festival and will be back next year.”
Out There Festival 2022 attendee



Young participant in Summer of Circus

One of the greatest successes of the Summer of Circus was a 10 year old boy, who, after seeing the Drillaz students' group sessions asked to join the programme. Out There Arts was able to facilitate his attendance and he went on to participate in every session for the entire 6 weeks of the summer holidays. As a dedicated, happy member of the group, who is keen to work hard, he is a valued new member of the school.

He is now attending weekly Drillaz classes and his ambition and desire to further increase his skill set and progression in the programme is staggering. The positive impact of attending the group sessions over the summer is profound. His social support network has greatly increased and his physical health and wellbeing much improved.

“I wouldn't have really done anything this summer if I hadn't found the classes. I didn't do any exercise before. It's made me really happy, and I love learning and achieving new things.”
Young participant in Summer of Circus



Case Studies

Orchestras Live Create Yarmouth

Through one of Orchestras Live's long-standing place-based partnerships in Norfolk, and in association with a range of Norfolk partners, the BBC Concert Orchestra has taken up a three-year residency in Great Yarmouth.

Create Yarmouth is Orchestras Live's rolling programme of residencies in Great Yarmouth by leading British professional orchestras. The programme aims to raise aspiration, provide learning pathways and improve people's wellbeing through community collaborations with world-class musicians, composers, emerging artists and producers.

Starting in 2022, the BBC Concert Orchestra's residency will include workshops in every primary school in Great Yarmouth to encourage students to get creative with music, followed by an invitation to a free schools' concert; full orchestral concerts for the general public with reduced ticket

prices and offers; pop-up performances in public spaces across Great Yarmouth; and mentoring and development opportunities for local young musicians and producers. The residency is part of the BBC's wider commitment to better serving audiences around the UK.

Create Yarmouth is a co-production between the BBC Concert Orchestra and Orchestras Live, in partnership with Norfolk Music Hub, Norfolk Museums Service, Norfolk Arts Service, Enjoy Great Yarmouth, Creative Collisions, Out There Arts, Freshly Greated, St George's Theatre and Hippodrome Circus Theatre.

"This was a great opportunity. The music was beyond mesmerising. Everything was played amazingly. Being there in that moment was incredible. I would like to be able to do it again."
Student, Caister Academy



Strong, Engaged and Inclusive Communities

Case Studies

The Festival of East Anglia & Punjab 2022

The Festival of East Anglia & Punjab 2022, coordinated by Essex Cultural Diversity Project, explored the cultural links between East Anglia and Punjab, through the story and legacy of Maharajah Duleep Singh and the last royal family of the Punjab who lived in Norfolk. 2022 also marked the 75th Anniversary of India and Pakistan independence, and the Partition that divided Punjab.

With events taking place across Essex, Suffolk and Norfolk, the Festival of East Anglia & Punjab brought communities together to share cultures, customs and traditions through heritage and the arts. With a wide range of activities, from melas, music and performances, to talks, food and family events, the festival had something for everyone, appealing to people of all ages and from different backgrounds.

Highlights included an exhibition on Princess Catherine Duleep Singh and an exciting programme of events at Ancient House Museum in Thetford; an exhibition on Maharajah Duleep Singh at the Norfolk Record Office showcasing original artefacts from the Bance Collection; The Singh Twins: Slaves of Fashion exhibition at Firstsite in Colchester, which then toured to Norwich Castle and East Gallery, Norwich University of the Arts, and The Thetford Mela, the festival's closing event that celebrated diversity with dance, music and performance and was attended by 3,500 people.

Alongside the Festival, the East of England Heritage Trail was developed and themed

around places of interest related to the Duleep Singh family. The festival received funding from Norfolk County Council and built on the success of past projects, namely Punjab Cultural Heritage Day in 2021, the Festival of Norfolk and Punjab in 2019, and the Festival of Thetford & Punjab in 2018.

Sikh Historian Peter Bance said, *‘The festival has grown from strength to strength... and has attracted a wide range of diverse audiences locally, nationally and internationally to Norfolk, supporting cultural tourism in the region with a range of activities, events, talks & exhibitions for all ages.’*

Norwich Arts Centre Accessible Venue

Norwich Arts Centre (NAC) is committed to making its venue accessible to everyone. In March 2022, in recognition of the improvements it has made to the venue over the past 5 years, it was awarded Gold



by Attitude is Everything as part of their Live Events Access Charter, an industry standard designed to help organisations to build disability equality into all aspects of their venue or event.

For example, Musical Keys is a charity which provides music and arts activities for people with disabilities and additional needs in Norfolk and the surrounding area. It runs a weekly family-oriented music session for children and young people (age 6-25), families, carers and siblings every Saturday morning at NAC.

Oliver Payne, Programme Manager at Musical Keys praised Norwich Arts Centre's progressive vision in providing such an accessible and inclusive space.

‘Of all the community spaces we have worked in over the years, none have been quite so successful at meeting the needs of all participants without appearing anything like a clinical or medical setting. NAC is a beautiful, flowing and inspiring setting (which has) everything you need to meet the needs of all of our participants... As an extension to the venue's physical accessibility there is clearly a culture of openness and understanding which instantly makes us feel safe and welcome.’



International Project Championing Inclusion in the Arts - The Garage

The Garage believes that your body or your circumstances shouldn't be a barrier to expressing how you feel. In 2019 it was proud to be part of the DAN.ce AcCEssibility INclusion (DAN.CE IN) project, which it has expanded further, partnering with DAN.THE, a network of arts organisations from Italy, Spain, France and the UK to continue to share practice around social inclusion. The project is funded by Agenzia Nazionale Giovani of the European Commission and Arts Council England.

This programme of work has been exploring how the arts can improve the lives of young people who face challenging circumstances including physical and neurological disabilities, educational poverty, risk of social exclusion, refugee status and economic deprivation.

Each partner has been sharing how they work and learning how the other partners use training, education and artistic interventions like physical theatre and inclusive dance for social integration.

Project performances have taken place in France and Italy in October 2022 they came together for a residential week in Norfolk to transfer an integrated performance piece from the Alter Art Festival in Italy to the streets of King's Lynn. Participants from The Garage's sister venue The Workshop were also involved in the performance which centred around the theme of displacement.

‘This project widens the exploration of inclusive practice to not just physical diversity and neurodiversity but also social inclusion. Bringing theatre into the mix alongside dance and performance and challenging ourselves and our partners to work in a more sustainable way.’
Carrie Mansfield, Executive Producer,
The Garage

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 Culture 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.

Case Studies

Collaboration: Place: Change

Collaboration: Place: Change (CPC), which concluded its main phase in March 2022, was a place-based leadership programme designed to equip current and next-generation creative and cultural leaders with the skills they need to drive creative, social and economic change across Norfolk and Suffolk and to help diversify the leadership talent pipeline in our region. There were three strands to the programme:

- CPC+ for existing senior leaders to offer support and collaborative learning as the regions meet the challenges of Covid-19.
- CPC Developing Leaders for cultural leaders who have 5+ years’ experience.
- CPC Emerging Leaders for leaders who have up to 5 years’ experience.



Each programme was carefully tailored to meet the needs of the cohort and the cultural sector in Norfolk and Suffolk and made use of both physical and virtual working.

CPC was one of 18 projects nationally supported by the Arts Council England Transforming Leadership Fund, established to address specific issues around diversity across leadership, opportunities for emerging and early career leaders, and the development of executive skills at senior levels.

The CPC programme was managed by the National Centre for Writing on behalf of the New Anglia LEP Culture Board, and delivered in partnership with Clore Leadership, Achates Philanthropy and the University of East Anglia. The programme was supported by Arts Council England, New Anglia LEP Innovative Projects Fund, UEA, Suffolk County Council, Norfolk County Council, Norwich City Council and other cultural organisations in Norfolk and Suffolk.

Emily Phillips, Communications and Development Manager, Out There Arts said:

“There has been a great sense of community and friendship amongst the cohort and many connections and partnerships have formed as a result. Collaboration: Place: Change recognises the importance of ongoing support and teaching you skills for continuous professional development. I have broadened my professional knowledge. I have been practicing the techniques and adopting them into my day-to-day role.”



Case Studies

Art//Tech// Play – Collusion

The 2021 Art//Tech// Play programme was delivered between June and December 2021. The programme built on Collusion's 2019-2021 Digital Pilot programme which sought to boost artists' engagement with digital technologies and open up resources with the HE and tech sectors. It also considered a series of research questions to support the future development of the programme.

Working with project partners DanceEast, Norwich Arts Centre, Norwich University of the Arts, Norfolk County Council, Cambridge Junction and Babylon Arts, Collusion established local hubs of activity, bringing together artists, NPOs, tech sector and HEIs as part of an informal network across the region. The Hubs, DanceEast (Ipswich), Norwich Arts Centre (Norwich) and Cambridge Junction (Cambridge) each offered local specialisms as well as providing general support.

The programme offered locally based talks, workshops, video content and live events. Collusion delivered 28 outputs - events, films and mentoring, achieving 490 engagements with artists and providing the equivalent of 45 days of paid work for freelance practicing artists.

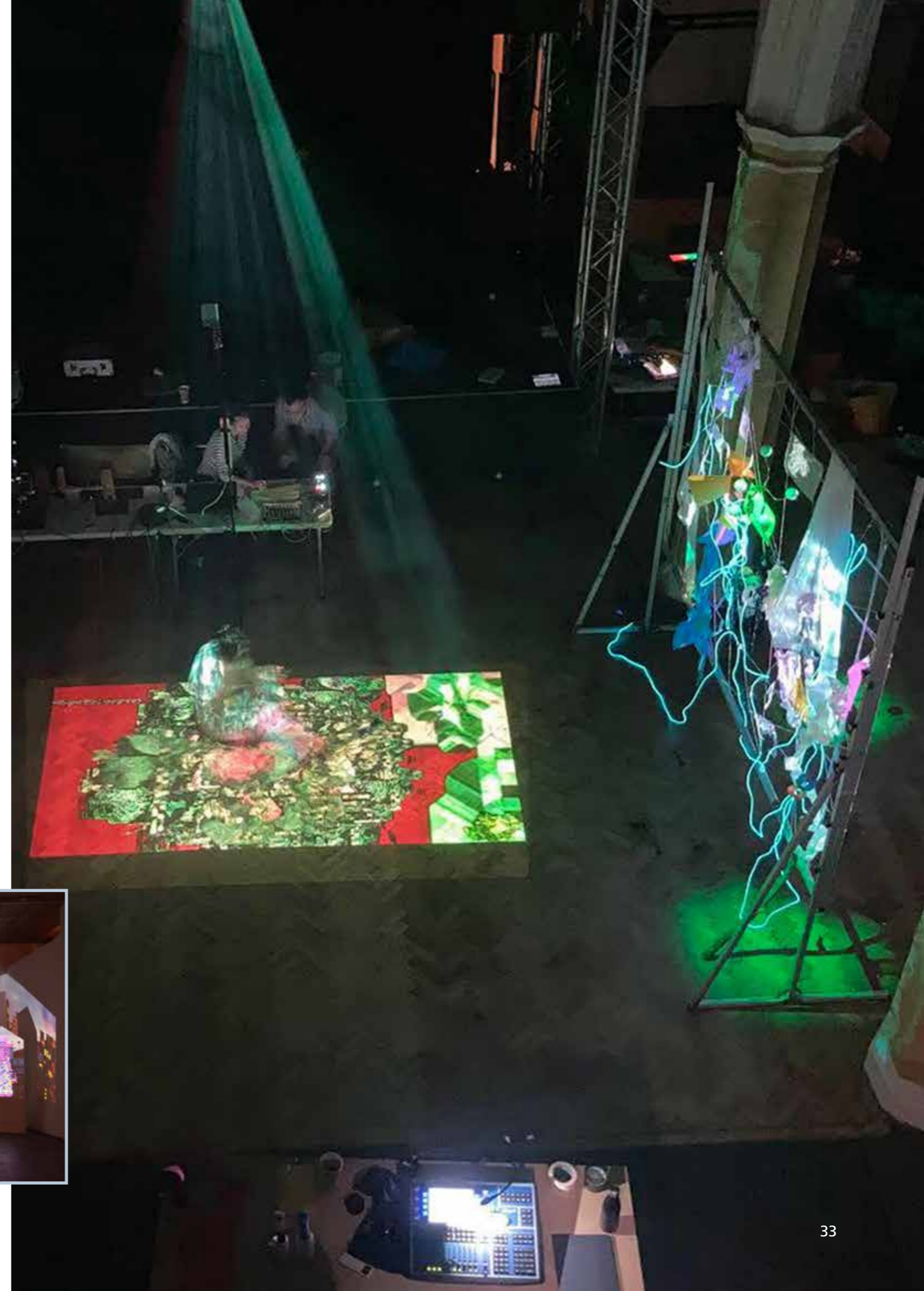
Art//Tech// Play provided opportunities for artists from Norwich and Norfolk to develop their digital creative practices at Norwich Arts Centre. Giving artists working in all art forms the chance to get hands-on with emerging digital technologies to better understand how they might use it in their work, including visual projection tools, interactive augmented reality, motion

tracking and sound. Collusion also ran a series of five online workshops for artists covering a range of creative technologies.

“These practice days were an excellent way of enabling me as an artist to play around with new tech and ideas without the pressure to produce a set outcome. This gave great freedom to choose what I wanted to explore, and I found that time to ‘play’ invaluable in helping me understand how I want my practice to develop.”

Feedback from Art//Tech// Play session participant

Collusion is committed to and excited about the potential of the ART // TECH // PLAY programme and collaborating with partners and artists going forwards. It has been awarded an Arts Council England Project Grant to kickstart a larger ongoing programme starting in 2022/23.



Better Opportunities for Children and Young People

Case Studies

City of Literature for Young People

City of Literature for Young People is National Centre for Writing's offer to young people from 0-25. NCW works with hundreds of young people every year to support a life-long love of writing, ideas and books, running workshops in schools as well as opening its doors at Dragon Hall to keen writers and readers of all ages and backgrounds. In 2021 the offer included:

- The annual Young Norfolk Writing Competition which in 2021 totalled 349 entries from 186 entrants, from 51 institutions.
- Time to Write free creative online writing workshops, a direct response to COVID aimed at 9-17 year olds, which were shared with 3,500 subscribers to the Schools and Young Peoples newsletter and had 2,824 signups.
- Young Norfolk Roadshow, workshops for primary school pupils in rural Norfolk schools, which took place in 10 schools for 330 pupils.
- Year two of Lit from the Inside, NCW's three-year project for 13-17 year olds: 12 young people from across Norfolk were enrolled onto the yearlong programme, they took part in workshops with arts professionals and worked together as a group to write and design a zine, launched in spring 2022.

Participants in the Lit from the Inside programme said:

“I have come out of my year at Lit From the Inside with many new life skills, which I will always be grateful for.”

“Not only did Lit live up to my expectations but surpassed it!... The opportunities have been incredible, and I have done many things that I would never have dreamt of being able to do!”

Common Ground - Norfolk & Norwich Festival

Common Ground is a Norfolk & Norwich Festival 250th Anniversary Project that connects young people with their local heritage through the arts. Over the last three years, the project has engaged creatively and digitally with young people across East Anglia, providing opportunities for 13–25-year-olds to take part in events, projects, skills development, leadership training and paid traineeships.

It is an ambitious and radical project, working to make natural and cultural heritage relevant and meaningful for young people of all backgrounds, as well as challenge stereotypes and make the sector more inclusive. The participants are all co-creators of the project, who are given opportunities to not just give opinions but become collaborators and leaders.

Over the summer of 2022, Common Ground collaborated with local young people and four heritage partners at sites across the East of England. With lead artist Coney and four community artists, they delivered Playtest, a playful exploration of heritage through games.

The project also supports the 'Common Ground Leaders', a community of 18 - 25 year-olds who are interested in learning more about the arts, heritage, creating,

producing, and changing the world around them. In November 2022 the Leaders co-produced the Common Ground Symposium: Creativity in Heritage – The Future of Youth Engagement, an event to celebrate the culmination of the project.

Common Ground is supported by the National Lottery Heritage Fund in partnership with Norfolk Wildlife Trust, National Trust, Prince's Trust, SHARE Museums East, and Suffolk Wildlife Trust.

“I really feel it's been a valuable experience for my CV, and nice way to meet other creative young people in the county.”

Common Ground Leader

FLOCK Emerging Creatives Network – Creative Arts East

FLOCK is a free creative network aimed at creatives aged 18-25, emerging onto the arts and cultural scene in Norfolk, Suffolk or Cambridgeshire. Commissioned by Norfolk and Norwich Festival and delivered in partnership with Creative Arts East, the network is an extension of the Kickstart East Anglia programme, which provides members with continued opportunities to meet like-minded creatives, gain new professional contacts locally and hear about opportunities to further their creative career. It offers:

- A chance to hear about unique opportunities and gain new professional contacts with a host of local creative and cultural organisations, companies and individuals based in the East of England.
- Exclusive commission opportunities, giving members a chance to apply for exciting briefs with financial support.

- A paid steering group opportunity to share their voice and help shape the future of the FLOCK network.
- Monthly artist features – providing a platform for members to sell their skills/business/work and find out about the work of other local creatives.
- Meetup and Networking Events – hosting a mix of in-person and online events to enable members to learn and grow in the creative sector.

Since May 2022 FLOCK has engaged with emerging creatives via 1 online and 3 in-person networking and development opportunities, and commissioned 3 members to develop a collaborative creative piece of work together.

“(I'm) feeling very inspired and motivated for my future career! Being validated as an emerging creative is so wonderful – thank you!!!”

Amelia Long, FLOCK steering group member.



A Greener, More Resilient Future

Norfolk County Council's Environmental Policy, published in 2019, is based on the key environmental concerns set out in the Government's 25-year plan. It recognises the importance that climate change has on all aspects of the environment, the landscape itself, the species within it and the rich cultural heritage that occupies it.

NCC's Environmental Policy goals reflect the areas that the Council sees as key to protecting and maintaining the health of Norfolk's distinctive environment and its occupants.

- Clean air for the population
- Ensuring a clean and plentiful water supply
- Encouraging a thriving plant and wildlife community
- Reducing the risk of harm from environmental hazards such as flooding and drought
- Using resources from nature more sustainably and efficiently
- Enhancing beauty, heritage and engagement with the natural environment
- Mitigating and adapting to climate change
- Minimising waste
- Managing exposure to chemicals
- Enhancing biosecurity

Arts Council England's Environmental Responsibility Investment Principle recognises that the climate and environmental crisis is one of the most significant challenges facing us all. It highlights the fact that the cultural sector has already taken major steps to reduce its carbon footprint and has developed skills and knowledge that bring cultural and environmental practice and policy together. It requires the cultural organisations and individuals it supports:

‘To forefront their commitment to environmental responsibility through considered planning and actions. We expect this to result in continued carbon reductions and to also highlight the potential of culture to connect, mobilise and inspire places and communities, and champion cultural leadership’.

‘To lead by example, promoting the need for environmental responsibility in the communities in which they work, within partnerships and with audiences and stakeholders. There will be an increased awareness of the cultural sector's role in catalysing change, demonstrating how culture can influence and inspire action locally, nationally and internationally.’
Environmental Responsibility Investment Principle, Arts Council England

Arts organisations across Norfolk are embracing this approach to environmental responsibility, leading by example to reduce their carbon footprint and increase environmental sustainability in the ways in which they manage their organisations, venues and projects. As well as working with communities to communicate the issues surrounding climate change and creating artistic responses to the climate emergency.



Case Studies

Environmental Responsibility – Norwich Arts Centre

Norwich Arts Centre (NAC) puts environmental sustainability at the heart of its operation and programming and aims to lead by example. It engages with community groups and businesses to question and make improvements to its carbon footprint.

Over the last 3 years it has:

- Stopped buying single-use bottles of water and instead, provided NAC bio bottles and re-fill points, saving around 8,000 single-use plastic bottles a year.
- Opened up its auditorium windows for first time in 40 years with bespoke wooden frames, double glazing and electric black out blinds as part of regeneration capital support from Arts Council England.
- Replaced lights throughout the building with LED.
- Started redevelopment of its back garden to create a wellbeing space for staff, community groups and wildlife.
- Programmed and hosted a number of events that promote environmental awareness.

Following Norwich Arts Centre's assessment in April 2022, the Carbon Charter Panel approved its accreditation at Gold Level, awarded to organisations deemed to be exemplifying best practice in terms of demonstrating significant reductions in carbon emissions and championing the environmental agenda.

The Panel were impressed with many aspects of Norwich Arts Centre's dedication to championing environmental values and leading by example – made clear through its actions with suppliers and procurement, for example, buying local and from businesses with sustainable practices and values.

Moving forward NAC is committed to continue to reduce its energy consumption and CO2 emissions further.

Theatre Green Book Initiative Pilot Project - Norwich Puppet Theatre

Norwich Puppet Theatre's production, *Stel & Wes: Fight the Flood* received Arts Council England funding to facilitate the creation of an exciting new family show as part of the Theatre Green Book 'sustainable productions' trial.

The Theatre Green Book brings together theatre-makers and sustainability experts to create a free resource for the UK theatre sector, setting standards for making productions sustainably, for making theatre buildings sustainable and for improving operations like catering and front of house.

This production is part of a trial of shows that use less resource, recycle more and control energy in all aspects of the production. It achieved Theatre Green Book 'Intermediate Standard':

- Over 75% of the materials obtained were from reused sources
- Over 80% of the materials will have a future life or have a sustainable disposal plan
- 99% of the materials were sourced from Norwich suppliers

Stel & Wes: Fight the Flood is an energetic, charming, and witty family show, in which best friends Stella the stoat and Wesley the weasel embark on a time-travelling environmental adventure to Fight the Flood, aiming to leave audiences feeling inspired and enthused about the natural world around them.

“BEST SHOW EVER!!”
from a 7-year-old audience member

MANIFESTO* // 2022

A town-scale public art project that worked with young people in King's Lynn to co-create art as a positive response to the climate emergency.

Between January and May 2022, the MANIFESTO* project worked with young people to create a climate change manifesto for the town, which was realised as a series of artworks in a town-wide exhibition running from 14 to 31 May as part of Norfolk & Norwich Festival.

The final MANIFESTO* is a positive, future focused statement for King's Lynn, which aims to enable positive change in public and private businesses and institutions across the area.



The artistic vision for the project was led by internationally acclaimed music performance art collective Klanghaus Neutrinos, who delivered MANIFESTO* Live! – a flash mob and show in May. This was preceded by a three-month programme of free activities led by supporting artists which enlisted young people to co-create art as a positive response to climate change.

Together they created major new large-scale outdoor projections, soundscapes, an interactive poster, music videos and discussions, all feeding into the production of the final written manifesto.

MANIFESTO is the third project in the climate themed GAME ON series led by Collusion for the Borough Council of King's Lynn & West Norfolk.

The project delivery partners include Arts Council England, the New Anglia LEP, Norfolk & Norwich Festival, Norfolk County Council, and PEACH West Norfolk.

“I am proud of being a part of the Collective and working together with other young people, being a part of the manifesto helped me to gain a lot of experience with new software and materials...broadening my knowledge about how we can use technology in such a positive way”
Young co-creator of the Manifesto project.



Arts Council England Investment in Norfolk

National Portfolio Organisations

Arts Council England (ACE) remains a major investor in our arts sector. 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.

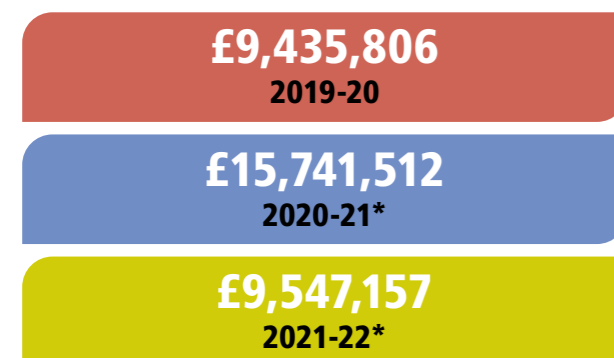
In November 2022 ACE announced its NPO funding investment for 2023-2026 awarding a total of **£9,592,065** over 3 years to 6 Norfolk arts organisations:

- Creative Arts East
- Frozen Light
- National Centre for Writing
- Norfolk and Norwich Festival
- Norwich Arts Centre
- Out There Arts

In addition, Norfolk Museums Service received ACE NPO investment for 2023-26 totalling **£4,125,924**.

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.

Strategic investment by ACE in arts organisations, individuals, and initiatives in Norfolk for the last 3 years:



*2020-21 & 2021-22 Figures include funding from the ACE DCMS Culture Recovery Fund rescue package.

Emergency Response and Culture Recovery Funds

The major economic and social impacts caused by the coronavirus pandemic severely affected Norfolk's arts sector. Arts organisations faced unprecedented organisational and financial challenges and worked extremely hard to continue to serve Norfolk communities.

The government announced a series of measures in March 2020 to help safeguard the cultural and creative sectors, maintaining jobs and keeping businesses afloat. The Department for Digital, Culture, Media and Sport provided a £1.57 billion Culture Recovery Fund rescue package for cultural organisations to help the sector survive.

To date, Arts Council England has awarded over **£10.9m** to individuals and organisations in Norfolk, via the Emergency Response and Culture Recovery Funds.

National Lottery Open Access Funding Programmes

Arts Council England (ACE) runs two ongoing open access funding programmes made possible by investment from the National Lottery.

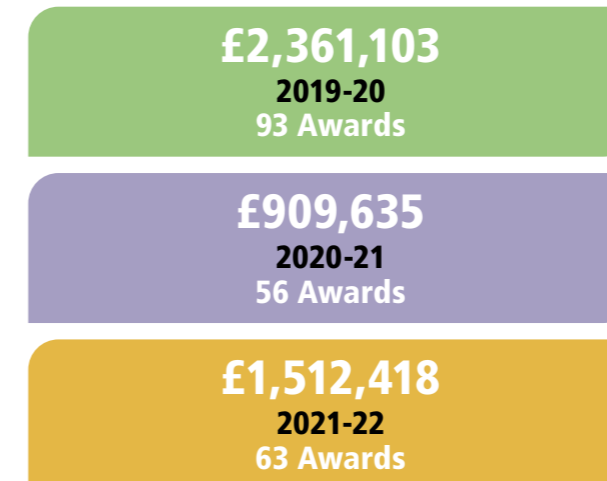
National Lottery Project Grants is a programme for arts, libraries and museums projects. The fund supports thousands of individual artists, community and cultural organisations each year.

Developing your Creative Practice (DYCP) supports individuals who are cultural and creative practitioners and want to take time to focus on their creative development.

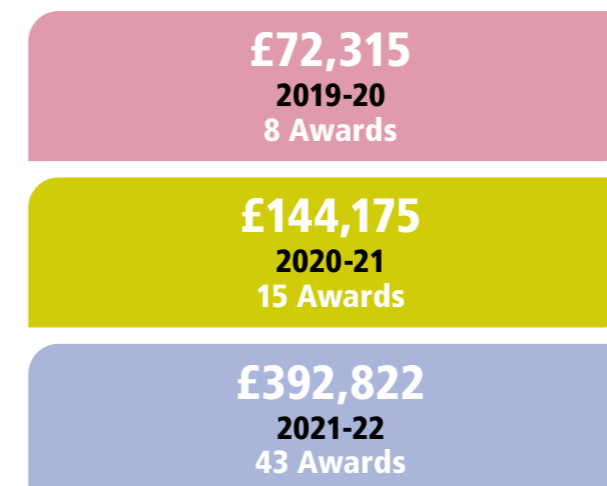
In 2021/22 ACE awarded a total of **£1,907,422** to individuals and

organisations via the Developing Your Creative Practice and National Lottery Project Funds.

Total amount awarded to individuals and organisations in Norfolk by Arts Council England via National Lottery Project Grants for the last three years:



Total amount awarded to individuals and organisations in Norfolk by Arts Council England via Developing Your Creative Practice Grants for the last three years:



Statistics provided by Arts Council England.

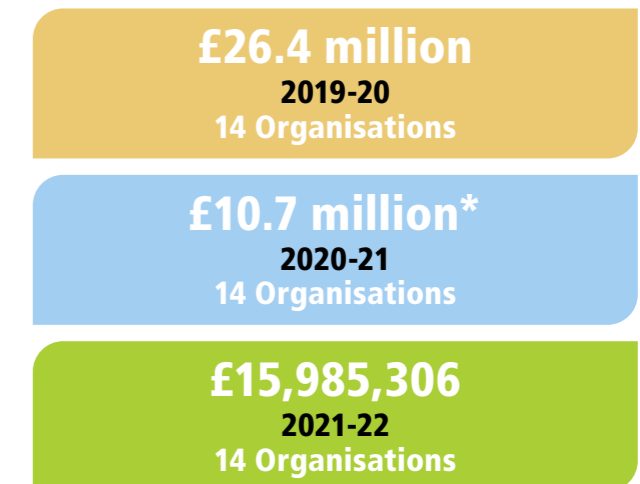


Norfolk County Council Arts Grants Investment

Arts Grant awards are based on the ability of applicants to help fulfil NCC Strategic Priorities and 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 National Lottery, Arts Council England (ACE), trusts and foundations. Almost all such funds require local authority match-funding and support.

Income generated by organisations receiving Arts Grant funding for the last 3 years including grant funding and earned income:



*The capacity of organisations to generate earned income during 2020-21 was severely affected by the Covid-19 pandemic, which continued to impact income in 2021-22.



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 to organisations such as Arts Council England and The National Lottery Heritage Fund.

Total leverage figures for the last three years:

£357,289
2019-20
51 Projects

£175,425
2020-21
25 Projects*

£160,275
2021-22
28 Projects

* The number of applications in 2020-21 & 2021-22 was reduced because of the impact of Covid-19



Feedback from Successful APF Applicants

‘I am really grateful for the opportunity given to me by the Arts Project Fund and Norfolk County Council. Graduating into the theatre industry in 2020 was really difficult and I never would have been able to have an opportunity like this without the support of NCC and the Arts Council, so thank you’.

‘Thank you for your support...Your fund means a lot because we feel recognised and validated as artists and creators’.

‘Thank you so much for your support, it enabled us to try a new and exciting way of working’.

Sideshow Roadshow, Hocus Pocus Theatre

Hocus Pocus Theatre (HPT) makes playful, thought-provoking theatre to spark joy and inspire meaningful positive change.

With funding from ACE and the NCC Arts Project Fund, HPT were able to form a core company of performers to create two new outdoor pieces, ‘Bunch of Clowns’ and ‘Sideshow Roadshow’ that toured alongside existing outdoor acts, building a sustainable repertoire of work for the company after the pandemic.

‘Sideshow Roadshow’ was devised in residency at Out There Arts with director Flick Ferdinando and a team of creatives. The piece follows 3 sideshow characters running away from a circus and

environmental catastrophe. Through pop-up vignettes, puppetry and storytelling, they make a Call to Action for the environmental crisis we all face. It debuted at JUST SO Festival and was performed at Out There Festival. Both pieces connect with the themes of clown and sideshow history.

HPT underwent a consultation with Julie’s Bicycle and established an Environmental Advisory Panel with members of Culture Declares Emergency (CDE) to gain input on the show’s environmental content, to become more environmentally sustainable as a business and to reduce its climate impact.

The project has strengthened the company’s outdoor arts repertoire enabling it to attract bookings and generate more paid work for creatives. It has also helped to consolidate the work and values of the company, to develop better resilience after the pandemic and to be more sustainable.

Following this work, in February 2022, Lucy Enskat, Artistic Director of Hocus Pocus Theatre, and Community Artist Genevieve Rudd, launched the Culture Declares Emergency East of England Hub for cultural practitioners, artists, producers, creatives, heritage workers and activists seeking to commit to working collaboratively on environmental sustainability.

Quotes from audience members:

‘An interesting and wonderfully silly show about the environmental issues.’

‘A joyful visual piece of promenade performance and activism.’

‘Mad, magical and lots of fun with an important message.’

Here is Home, Katie Thompson

Here is Home was an R&D project culminating in a production. It built on Katie’s previous project, Rewriting Rural Racism (RRR), which aimed to enable Sheringham Little Theatre to become a more diverse and welcoming space for all members of the community and reflect Norfolk’s diverse communities in its productions.

Katie was commissioned by Love Light Norwich to direct a piece for the 2022 Festival which had the theme of Love & Belonging. Based on a poem from the RRR project, Here is Home was a free 20-minute piece of outdoor theatre, created in collaboration with light artist Nikola Dicke. The piece addressed the challenges that migrants face when settling into a new place, explored how migration shapes communities and how we learn from one another’s cultures.

The performance was aimed at audiences of all ages and multiple ethnicities and was staged as part of Love Light Norwich Festival before touring to St George’s Theatre, Great Yarmouth. Originally intended as an outdoor piece the performances had to be moved inside to St. Andrew’s Hall when Norfolk was hit by storms and high winds during the Festival.

The longterm aim of the piece was to help St. George’s Theatre and Freshly Greated create a migrant theatre company. Migrant groups were invited to come and watch the performance as a showcase for the work that they could evolve into a larger production.

Katie said: *‘I discovered that even with theatre that highlights societal issues, if the piece is accessible, a whole range of audience members will watch. The reactions (of the children watching) showed they were completely mesmerised by the physical and visual nature of the piece.’*

Case Studies

Michael Smith: A Retrospective [Art Exhibition], Barrington Farm

The Art Barn at Barrington Farm Day Services Centre in Walcott works towards fostering the talents and encouraging the creativity of the self-taught artists attending its services. Opened in 1987, it is open weekdays all year round and is staffed by practicing artists whose role is to assist rather than to teach or instruct. Catering for most disciplines associated with the visual arts, it has become internationally recognised as a centre of excellence for artists with learning difficulties.

Born in 1960, Michael Smith is a brilliant and exciting contemporary artist who identifies as a person with learning difficulties. He also has cerebral palsy and uses nonverbal communication. Bold and ambitious, Michael has continuously developed his practice without any structured teaching or guidance. Michael combines found objects with traditional artist's materials to create sophisticated and dynamic works that often illustrate his experiences and surroundings of rural Norfolk.

The exhibition, which took place at The Undercroft Gallery in July 2022, showcased the best work by Michael plus unseen artworks from the extensive Barrington Farm Archive. Works included a diverse selection of paintings, drawings, prints, sculpture, ceramics and textiles, celebrating and shining a light on the voice of an under-represented self-taught artist in Norfolk.

The project created new partnerships aimed at showing young people with disabilities that a career in the arts is available to them. Workshops were delivered with children at The Parkside SEN School in Norwich,

introducing Michael's work to participants and providing the opportunity for students to play with and explore 3D materials in order to create sculptures.



A family drop-in workshop and a workshop for 8 learning disabled people and 2 carers from Barrington Farm were also delivered at the venue.

To help reach new audiences and reduce barriers for people with disabilities, a filmmaker produced a BSL translated walk-through film of the exhibition (with subtitles) for online audiences and an illustrated booklet was created as a legacy of the project.

The exhibition aimed to celebrate disability culture, inspire other artists with learning disabilities in the region and provide a professional showcase equal to exhibitions by non-disabled contemporary artists. It highlighted the importance of the inclusion of outsider or marginalised artists in the context of the appreciation and understanding of contemporary art.

Following the exhibition, Michael went on to win the Lifetime Achievement Award at the 2022 Norfolk Arts Awards.



Photo credits

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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 NORWICH BID NORFOLK AND SUFFOLK TOURIST ATTRACTIONS VISIT THE BROADS VISIT GREAT YARMOUTH VISIT NORTH NORFOLK VISIT NORWICH VISIT WEST NORFOLK NCC CULTURAL SERVICES: NORFOLK MUSEUMS SERVICE NORFOLK LIBRARY AND INFORMATION SERVICE NORFOLK RECORD OFFICE NORFOLK COMMUNITY LEARNING SERVICE NORFOLK MUSIC HUB ACTIVE NORFOLK ALL NCC FUNDED ARTS ORGANISATIONS: CREATIVE ARTS EAST CURIOUS DIRECTIVE KING'S LYNN FESTIVAL NATIONAL CENTRE FOR WRITING NORFOLK & NORWICH FESTIVAL NORWICH ARTS CENTRE NORWICH PLAYHOUSE NORWICH PUPPET THEATRE NORWICH THEATRE ST. GEORGE'S THEATRE OUT THERE ARTS SHERINGHAM LITTLE THEATRE THE GARAGE WESTACRE THEATRE OTHER: NORFOLK AND SUFFOLK CULTURE BOARD NORFOLK ARTS FORUM NORFOLK COMMUNITY FOUNDATION VISIT NORFOLK VOLUNTARY NORFOLK UNIVERSITY OF EAST ANGLIA NORWICH UNIVERSITY OF THE ARTS NORWICH CITY COLLEGE WEST SUFFOLK COLLEGE VISIT NORWICH ALL ABOUT IPSWICH CCSKILLS A WIDE RANGE OF COMMUNITY AND VOLUNTARY ORGANISATIONS



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Supported using public funding by
**ARTS COUNCIL
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Development Fund