



Photo: Dunja Wood

Valuing Voluntary Arts

The state of The Sector

Dorset and Somerset 2004

*'It brings us all together— actors, audience and the place —
and brings places to life'* Wimborne Community Theatre



VAE Study: Headline findings for Dorset

- 380 voluntary arts organisations with 24,000 voluntary artists and craftspeople
- 20,000 separate opportunities for participation per year
- 400,000 attendances at voluntary arts sessions per year
- 650,00 attenders as audiences at voluntary arts events per year

VAE Study: Economic Impact for Dorset

- Annual turnover of at least £2.6 million
- Support local economy by £1.3 million annually
- Spend on venues of £340,000 annually
- Support employment with annual spend of £650,000 on freelance fees

Dorset in context





Dorset in context



County, district/borough, town/parish

Professional RFOs and ACE funded bodies/venues

Voluntary-run offering professional programme

Amateur participation and audience programme

Photo: Wessex Hang Gliding and Paragliding Club

Dorset Strategic Partnership Culture Theme Group

- archives
- arts
- creative industries
- heritage and historic environment
- libraries
- lifelong learning
- museums
- open spaces
- play
- sport
- voluntary arts

Cultural priorities in Community Strategy

1. A vibrant and thriving creative industries sector
2. A cultural programme for Jurassic Coast World Heritage Site
3. An annual programme of cultural festivals and events
4. Strong and vibrant cultural tourism offer
5. Increased opportunities to take part in cultural activity
 - 5a) Improve health and well being through culture, physical activity and sport
 - 5b) Improve the quality of life for disadvantaged and vulnerable people through culture, physical activity and sport
 - 5c) Develop the capacity of community groups and the capacity of local artists to work in a participatory context
6. Support for formal volunteering in culture and sport
7. Fair and equitable provision of community venues
8. Strong business sector support for arts and culture
9. Quality design in built environment

VAE Study: Key conclusions

Participation deficit among those not in work

Competition for audiences and venues

Lack of audience research

Under representation of under 18s

Capacity building is urgently needed

Lack of venues is a serious problem

Visual arts groups least well supported

Support from councils needs to be more available

Library Service not seen as place for support

Healthy expectation of growth

Excellence

Excellent culture takes and combines complex meanings, gives us new insights and new understandings of the world around us and is relevant to every single one of us. It is why culture is so important to societies that flourish.

If culture is excellent it can help us make sense of our place in the world, ask questions we would not otherwise have asked, understand the answers in ways we couldn't otherwise have understood and appreciate things we have never before experienced.

The greater its power to do these things the more excellent the cultural experience.

Supporting Excellence in the Arts

Sir Brian McMaster

January 2008



VAE Study: Issues important to groups

1. Increase range of people
2. Attract bigger audiences
3. Recruit and retain volunteers
4. Funding for events/performances
5. Improved venue facilities
6. Make funding more secure
7. More/better arts equipment
8. Securing tutors/artists
9. Find and train committee members
10. Research audience participants
11. Links to community groups
12. Ways to evaluate work
- 13. Training to improve art quality**
14. Link with other arts groups
15. Funding for staff
16. Other
17. Funding to involve socially excluded
18. Office facilities
19. Computers /IT training

What do we as a county LA need?

- NI 11 Research and development
- Better understanding of how we can work with VAN
- A developed 'offer' to amateur groups

As yet Unanswered Questions

- Where are the resources for NI 11 r&d?
- Where will we find resources to back up a new 'offer' to amateur groups?
- Will answers come through better working with VAN?
- Does VAN have the necessary capacity to work with us?

Thank you ...



Photo: Jim Wileman

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