

ARTISTIC POLICY STATEMENT



Live & Local is a not-for-profit arts organisation working with voluntary groups across Warwickshire, Staffordshire, Derbyshire, Worcestershire, Nottinghamshire, Lincolnshire, and Leicestershire. We provide support for arts activities that keep people in touch with their communities and enhance their quality of life.

1. ARTISTIC PRODUCT

- 1.1. The priorities for Live & Local in respect of the development and programming¹ of artistic product¹ are to:
 - Actively encourage unexpected and different programme¹ choices by our local promoters¹, providing live performances that positively take advantage of the environment in Live & Local venues.
 - Explore a range of performing arts that includes theatre, music, puppetry, mime, live literature, storytelling, opera, circus, dance, as well as innovatory and emergent practice, with a view to extending the range of artistic programme available.
 - Work with artists and companies that have the capacity to engage positively with Live & Local promoters and their target audiences, and to meet the technical, marketing and administrative challenges inherent in non-mainstream venues.
 - Challenge and stimulate the creativity of creators and performers.
 - Work with local, regional, national, and international professional artists and companies that best enable us to meet our artistic policy.
 - Actively support the programming of artistic product from culturally diverse sources, including disability culture, in line with Live & Local's Equality, Diversity and Inclusion Policy.
- 1.2. Live & Local is responsible for developing and maintaining standards of artistic programming through researching available product via other touring schemes, the National Rural Touring Forum, professional promoting venues and all other appropriate professional sources.
- 1.3. We will use ongoing evaluation involving the collection of quantitative and qualitative monitoring information to assess delivery against its artistic goals.
- 1.4. Live & Local will proactively support the creative and organisational development of artists and emerging artists based in the Midlands who aspire to creating and touring work for Live & Local's target audiences.
- 1.5. Our scale and breadth of delivery inspires us to create opportunities instigated by Live & Local to share good practice and raise awareness of the RT opportunity for artists that enables RT support for the Creative Case.

2. DEFINITIONS

2.1. International Performer

- Foreign national performers/performance groups totally/substantively based outside the UK.

¹ In this policy statement 'programme', 'product' and 'promoter' covers participatory activities as well as performances and activity/workshop leaders as well as performers.

- Foreign national performers/performance groups based in the UK performing art specific to a culture outside of the UK.

2.2. Culturally Diverse/Creative Case Work

- Artistic work undertaken by diversity-led organisations (BAME-led, disability-led, female-led, LGBT+-led etc.) that reflect the demographic profile(s) of the geographic area(s) in which Live & Local works.
- Artistic work undertaken to engage diverse audiences that reflect the demographic profile(s) of the geographic area(s) in which Live & Local works.

3. AUDIENCES

3.1. Live & Local's priorities in respect of audiences are to:

- Widen local audiences through providing "entry points" to new audiences.
- Deepen local audiences by challenging the perceptions of current audiences' as to how and where they can discover and explore quality arts.
- Meet the needs of local audiences by programming work that is accessible across different age groups.

4. PARTNERSHIPS

- 4.1. The rural touring scheme is a partnership between its local promoters, their audiences, and the management team of Live & Local. Artistic programming and promotion in their community rests with the local promoter. Responsibility for artistic programme recommendations and supporting the events rests with the Live & Local management team.
- 4.2. Live & Local recognises the value of long-term development in its partnerships with volunteer-led organisations, supporting the development of locally based skills and knowledge which further embed and enhance the quality of the artistic engagement at a local level.
- 4.3. Live & Local will work pro-actively with our partners to promote accessibility to our programme of activities, through programming, marketing (including digital), and removal of physical barriers to access by all reasonable means, in accordance with Live & Local's Equality, Diversity and Inclusion Policy.
- 4.4. Activity delivered in partnership with volunteer-led bodies will be undertaken in accordance with Live & Local's volunteer policy.
- 4.5. Live & Local recognises the commitment of local stakeholders, through financial, personnel and other resources, in creating opportunities for artistic development and programming with values communities. Live & Local commits to providing stakeholders with professional and high-quality arts resources commensurate with their valued partnership.

5. Environmental Responsibility

- 5.1. Live & Local recognises that the environmental and climate crisis is the most significant challenge facing all of us.
- 5.2. We will embed the ethos of Environmental Responsibility as a core value across our company, our programming decisions, how we work, where we work and with whom who we work.