



**figment
arts**



Strategic Plan 2018 - 2021



vision

Quality creative experiences are valued as part of what makes a healthy and strong society.



values

Engagement

Collaborative working, equal input from participants and artists. Blurring the lines between audience, artist and participant.

Access

Art is for everyone, whoever you are and wherever you come from. Figment Arts works to include everyone.

Authenticity

Representing people honestly, with respect. Giving people a platform to tell their story.

Impact

Making a lasting difference in people's lives. Creative experiences can have a positive impact in society.

Training and supporting others to lead.

Quality

Sticking to our values. Being good at what we do means having good relationships, building trust and strong networks of support.

Figment Arts works with artists and communities to bring quality creative experiences into peoples lives to bring about positive changes.



action

Aims and Objectives

Making and Doing - We will design projects with our stakeholders, facilitate quality collaborations between artists and communities and focus on positive impact. We work in all art forms and reject narrow definitions of what art is and who can make it.

Community engagement - We are experts in engaging people, we work in partnership with community groups, schools, colleges, venues and other organisations to reach people.

Consultation and training - We will offer our services to others, we want to share what we know to help others continue the work we start.



audiences

Reaching People

We work mainly with Children and Young People. We also work with Adults and Older People. We have considerable expertise working with learning disabled people of all ages. We are committed to working with those who face the most barriers to participating in quality creative experiences. Often this includes people who are Socio-economically deprived.

Our audiences are the wider communities of people who we work with. We are interested in quality of engagement, rather than quantity of people reached.

We will identify our audience and how we plan to reach them in the early planning stages of any piece of work. We will be ambitious about reaching audiences and work with partners to support this.



impact

What difference do we make?

Evaluation to us means measuring the results of our work against our core values.

We collect evidence in a variety of ways:

- Photography
- Audience Surveys
- Quotes and interviews
- Internal assessment

We will devise evaluation methods with our participants and evaluate each piece of work at key points within the delivery.

We will use the results of these evaluations to inform our future planning to make sure that we are learning from what we do, and improving.



leadership

Leadership of Figment Arts is driven by our core values.

We are collaborative, working together to move forwards.

We will develop a board of five people, drawing in skills from Social and Community groups, Arts practitioners, experts in finance and accounting and business management.

We have an Executive Director who is responsible for overall company management and leadership.

They will be outward facing, collaborative and hold the values of the company closely.

Participants, Audiences, Volunteers and Artists all play leadership roles within the work of Figment Arts.

It is an organisation that strives for a level playing field, non-hierarchical, equitable experience for all.

operations

HR and Personnel

- Figment Arts does not currently employ anyone on a PAYE basis. Freelance contracts are issued for work and Freelance staff are responsible for their own Tax and National Insurance contributions.
- We will consult the board on relevant HR issues and if necessary we will engage consultants to support any HR issues.

Policies and Procedures

- Figment Arts will review its policies and procedures annually with the board. Relevant policies will be shared with project staff as part of their induction.
- The Executive Director is responsible for updating company policies.

H&S and Safeguarding

- The Executive Director is responsible for H&S and Safeguarding on all of the companies work. All freelance staff will be DBS checked. Risk Assessments will be carried out on a project-by project basis.

First Aid

- The Executive Director will ensure that there is adequate First Aid provision on a project-by project basis.

Insurance

- Figment Arts will hold Public Liability insurance to the level of £5m, Products Liability to £5m and Professional Indemnity to £1m.

Training

- Figment Arts will ensure that staff have adequate training and support to deliver their work to a high standard. Training needs of staff will be discussed prior to a project starting with the Executive Director.

Volunteers

- Figment Arts will work with volunteers to support the delivery of projects. Volunteers are seen as valuable and important members of the team. There will be opportunities to progress from volunteer to paid freelance roles.

finance

CIC regulation

Figment Arts is incorporated as a Community Interest Company. This means that we re-invest any profits back into the primary objective of the company - *to provide access to high quality artistic experiences to those who face the most barriers to accessing Art.*

Running costs

Figment Arts operates on an efficient financial model. All staff Freelance on a project-by-project basis. This enables the company to be responsive to fluctuating income.

Core costs are kept to a minimum, and the Executive Director is currently unpaid for their services.

Managing finances

Detailed budgets are drawn up on a project-by-project basis. Project budgets are overseen by the Executive Director.

Projects do not commence until funding is in place to deliver them.

Annual Accounts are drawn up by an accountant, and delivered to Companies House.

Fundraising strategy

Figment Arts aims to secure funds from a wide range of sources. These will include:

Local Authority - small grants to support the work of community groups and charities.

Lottery - Larger projects (6-12 months) focused on working with specific groups on a specific issue.

Arts Council - Commissioning new work, enabling Artistic development and partnership working.

Earned Income - Figment Arts aims to receive funds through offering training and consultation to other companies and organisations. The money earned from these activities will be reinvested in the core work of the company.

