



Tees Valley Arts

Strategic Plan 2010-2013

Inspiring People : Changing Futures



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Contents:

1.0 Executive Summary	3
2.0 Context	3
3.0 Review 2006 - 2010	4
4.0 Mission	8
5.0 Strategic Vision	8
6.1 Aims	9
6.2 Objectives	9
7.0 Structure and Governance	12
8.0 Ensuring Quality	14
9.0 Financial Strategy and Sustainability	16
10.0 Action Plan	18



1.0 Executive summary

Inspiring people: changing futures

Tees Valley Arts offers life-changing opportunities to the people of the Tees Valley through participation in high quality, professionally led creative activities.

2.0 Context

Tees Valley Arts was founded as Cleveland Arts in 1982 as the independent arts development organisation for the County of Cleveland; since then the original four (Cleveland) authorities – Hartlepool, Stockton, Redcar and Cleveland, and Middlesbrough - were joined by Darlington, becoming the five unitary authorities which form the sub-region of North East England now known as the Tees Valley.

The Tees Valley faces many challenges – economic, educational and social. The region does contain many bright and talented individuals, many forward looking industrial, environmental and creative innovators, and the University of Teesside was named as University of the year in 2010, but we can also see a numbing lack of aspiration, ambition, self-confidence, self-determination, creativity and enjoyment in some communities, and despite the best endeavours of many committed people and agencies, the number of young people who are Not in Education, Employment or Training remains high; furthermore, many of our brightest and most creative young people leave the Tees Valley in search of better career opportunities and a more vibrant creative economy.

Tees Valley Arts believes that creative participation can bring about extraordinary changes and unexpected benefits for all parts of our society, and can reach the parts that other approaches don't.

TVA is an independent, charitable organisation which works in partnership with other key statutory and voluntary agencies to bring about engagement, understanding, and empowerment through participation in professionally led creative activities. These creative opportunities are always inspirational, and can be life changing. Key partners include the 5 Local Authorities (particularly their Children's Services and their Cultural departments), health agencies, environmental and wildlife agencies and cohesion initiatives.

TVA's activities are dedicated entirely to the benefit of the Tees Valley and its residents, of all ages, situations and ethnicities, especially those as we say 'who face life's challenges'. TVA works with partners, ranging from large statutory authorities to small user-led community groups, to listen to their issues and then to devise innovative and imaginative programmes of activity which will support participants in achieving desired outcomes eg improved life choices, or some environmental learning, or improved engagement with drug and alcohol services. Sometimes we are commissioned directly by organisations, more often we devise programmes of appropriate content and scale for our partners and beneficiaries, then seek external funding for those. Our projects vary greatly in scale, the smallest may be a one day activity, the longest may be an intervention over three years – subject to partnerships and funding.



3.0 Review 2006 - 2010

The years 2006-10 have seen unprecedented turbulence in the economic structures of the world, of the UK and of the North East of England, so it is no surprise that TVA has suffered its own share of insecurity and upset. Despite these major challenges, TVA has continued to deliver first class participative arts projects, delivering learning, engagement and enjoyment to thousands of participants, and reaching an incalculably wider audience beyond that.

Partnerships have remained key throughout, have indeed been the key to our survival through these years, and provide the roots of our hoped for growth in the future. TVA's relationships with the five Tees Valley Local Authorities have always been, and remain, crucial; the Arts Council has provided guidance and support at a strategic, financial and personal level; the Northern Rock Foundation has been an unfailing and wise supporter; agencies as varied as the North of England Refugee Service, Connexions Youth Services and various environmental organisations have proved to be able and willing colleagues; we have been developing ever closer links with the University of Teesside and Cleveland College of Art and Design; and of course none of our work would have been possible without the host of dedicated and visionary artists that we have the privilege (and sometimes the challenge!) of working with.

TVA has seen staff changes through this period, but also the emergence of a close and mutually supportive team, striving and surviving together, passionate about what we do and ambitious to do more and ever better. Our work in diversity and asylum has grown, and will continue - in 2009 we were granted three years funding from the Baring Foundation for a half-time dedicated Refugee Arts Worker; and our work in science through the arts as established in the Evolve programme (2005-7), has continued with an environmental emphasis, as Northern Rock Foundation funding allowed us to recruit a project co-ordinator with a background in both fine arts and environmental management who has developed many new projects and partnerships.

The TVA Board has seen the 'retirement' of two stalwart members – Middlesbrough Councillor Bob Kerr and veteran arts strategist Gordon Bates – who had both served the organisation for many years and contributed to its period of urgent survival action in 2008-9. Thanks go to them and to all TVA trustees, particularly Tony Campbell who has served as Chair since 2005.

Key partners 2006-2010

Abingdon Primary
African Arts Association
Aim Higher
ARC, Stockton
Arts Award
Arts & Business
Arts Council England North East
Ash Trees School
Ayresome Primary
Baring Foundation
Barnard Grove Primary
Beaumont Hill Technology College
Beverley School
Bewley Infants
Big Lottery Fund
Boro Drugs Forum
Branksome School
Breckon Hill Primary
Butterwick Hospice
Caedmon Primary
Caldicotes School
Cadcote School
Chaloner Primary
Chandlers Ridge Primary
Christ the King Primary
Churches Conservation Trust
Clavinger Primary
Cleveland College of Art & Design
Coastal Arc Initiative
Connexions
Conyers School
CP4P
Creative Glass
Creative Partnerships
Cumberland Resource Centre
Darlington Borough Council
Darlington Education Village
Darlington Primary Care Trust
Diana, Princess of Wales Memorial Fund,
Dickinson Dees
Dormanstown Primary
Dunelm Property Services
EAGA Community Fund
Environment Agency
European Regional Development Fund
European Social Fund
Erimus Housing
Ernest Cook Trust
Fairfield Primary
Fens Primary
Forestry Commission
Freeborough College
Gillbrook Technical College
Glebe Primary
Government Office North East
Grangetown Primary School
Groundwork Tees Valley
Halcrow
Hardwick Primary
Harrowgate Primary
Hartburn Primary
Hartlepool Borough Council
Hartlepool PCT
Hartlepool VDA
Haughton Community School
Hemlington Hall Primary
High Tunstall College of Science
HEFCE
Heritage Lottery Fund
Home Office Purposeful Activities Fund
Huntsman
Identity on Tyne
Junction Farm Primary
Kebabish Middlesbrough
Kilton Thorpe School
Layfield Primary
Learning & Development Centre
Lingdale Primary
Lingfield Point
Learning & Skills Council
Lloyds TSB Foundation
Lockwood Primary
Loftus Youth Centre
Lynnfield Primary
Marchday PLC
Middlesbrough Connexions
Middlesbrough Council
Middlesbrough Learning Partnership
Middlesbrough Music Live
Middlesbrough Primary Care Trust
Middlesbrough Teaching and Learning Centre
MIMA
Mount Pleasant Primary
National Science Learning Centre
Natural England through Defra's Aggregates Levy Sustainability Fund
NEPIC (North East Process Industry Cluster)
Newcastle City Council
Newport Primary
NHS Hartlepool
North of England Refugee Service
North Road Primary
North Tees Primary Care Trust
Northern Film & Media
Northfield Secondary School,
Northgate Junior School
Northern Cultural Skills Partnership
Northern Rock Foundation
Northumbrian Water
Nunthorpe Secondary
Oakdene Primary
One North East
Ormesby Primary School
Our Lady & St. Bede's School
Overfields Primary
Paul Hamlyn Foundation
Park End Primary
Phoenix Art Group
Preston Primary School
Priory Woods School
Proportion Marketing
Redcar & Cleveland Borough Council
Redcar Community College
Redcar Youth Club
RIBA
Rosewood Primary
Rossmere School
RSPB Saltholme
Ryehills Secondary School
Sacred Heart Primary
Safer Middlesbrough Partnership
Saltburn Artists Studios
St. Aidan's Primary
St. Benedict's School
St. Clare's Primary
St. Helen's Primary
St Hild's School
St. Margaret Clitherow's Primary
St. Michael's School
St. Patrick's School
St. Peter's CE School
St. Therese of Lisieux RC Primary
Sherburn Stone Company
Skinningrove Link Up
South Bank Primary School
Springfield Primary School
Stockton on Tees Borough Council
Stockton Middlesbrough Initiative
Stockton Teenage Pregnancy Unit
SureStart
Tees Archaeology
Tees Forest
Tees Music Alliance
Teesmouth Field Centre
Teesside University
Tees Valley Community Foundation
Tees Valley Partnership
Tees Valley Regeneration
Tees Valley RIGS
Tees Valley Wildlife Trust
Ten Feet Tall
Theatre Cap-A-Pie
Thorntree Primary
Topmac Developments
Trinity College
Twister Arts
The Sage Gateshead
University of Durham
Viewley Hill Primary
Visit Tees Valley
Westlands School
West View Primary
Whitehouse Primary
Yarm Preparatory
Youth Music
Zetland Primary



TVA Project Highlights 2006-10

2006/07

- Building on our **You Are Here** project, we launched the **Winterfest** world music event, headlining with Transglobal Underground
- We worked with **120 Tees Valley schools** (almost half of the schools in the Tees Valley) teaching them science through the arts, subsequently reaching **2000 Tees Valley pupils** and **200 Tees Valley science teachers** and PGCE student teachers via our nationally recognised **Evolve** programme
- **Gallery TSI** for Middlesbrough Council worked with over 70 young people

2007/08

- **Evolve** continued delivering science through the arts
- **Gallery TSI** continued to work with young people
- **WorldFest 07** headlined with Tinariwen and Kanda Bongo Man
- **Parachute Project** funded by Paul Hamlyn Fund provided creative activities for young refugees and their families for three years
- The Home Office funded **Best Dresses** for women substance abusers in Redcar
- Northern Film and Media funded **Travelogue**, a short film made by young people with learning disabilities in Redcar
- Creative consultation with the community of **Skinningrove** on behalf of the Environment Agency
- TVA was appointed as the sub-regional training agency for the **Arts Award** in partnership with Trinity Guildhall
- Work began with the **Lingfield Point** development in Darlington

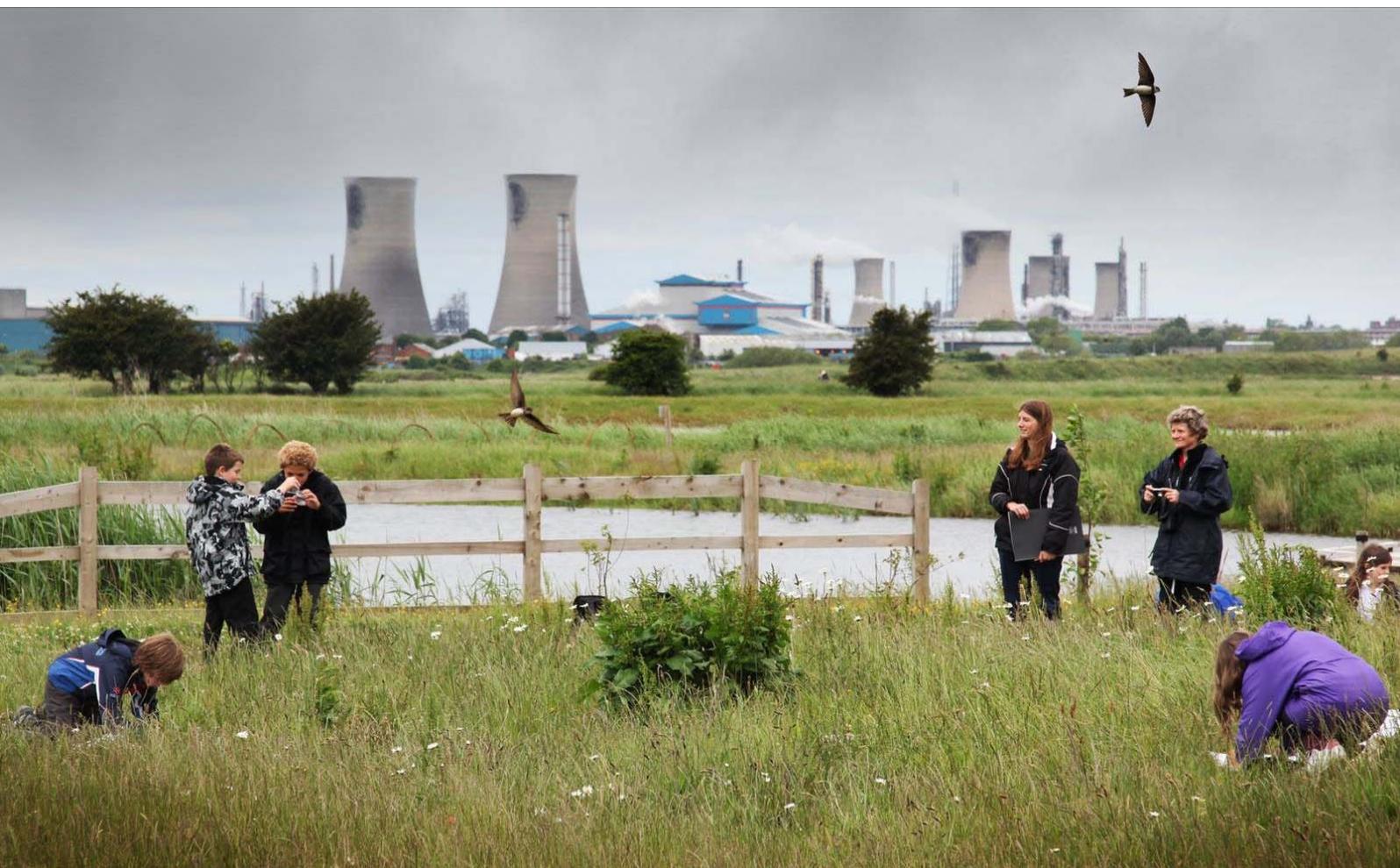
2008/09

- **stART** began, working with young people Not in Education, Employment or Training, funded by Visit Tees Valley Cultural Volunteering Programme and Middlesbrough Connexions
- **Gallery TSI** continued enjoyably
- The **Parachute Project** continued with global participants
- **WorldFest 08** headlined with Gregory Isaacs, Beta Simon and Kanda Bongo Man
- Science was dramatically explored by **St Hild's C of E Secondary**, Hartlepool
- Beautiful felt was made by pupils at **St Benedict's RC School** in Redcar
- Children and families from **Layfield Primary School** in Yarm made spectacular ceramic artworks
- October 2008 saw the premiere of "**...and we say nonsense**" an animated film created by Looked After Young People from Darlington
- **Skelton** youngsters explored pirate graves for the Churches Conservation Trust
- TVA managed the second **Higher Apprenticeships in Arts Management** programme on behalf of the five Borough Councils



2009/10

- **WorldFest 2009** was headlined by Aswad and Horace Andy; there were several events and some were opened by the thunderous roar of 100 drummers drumming!
- We worked for Creative Partnerships at **Kilton Thorpe Special School** in Brotton
- TVA Officer Joe Dunne delivered specialist environmental arts learning
- The **Parachute Project** continued with diverse participants and diverse artists!
- We continued to work with **Lingfield Point** in Darlington
- **SureStart Centres** in Hartlepool enjoyed dramatic journeys
- Workshops were delivered to Gifted and Talented learners across the region
- TVA led training sessions for artists and teachers in **Arts Award** and **Artsmark**
- The EAGA Community Fund funded the **Eager Beavers** project with Middlesbrough **Surestart** families
- **Going Underground** was funded by Natural England Defra's Aggregates Levy Sustainability Fund in 4 schools; then it went so well they funded it twice!
- Lloyds TSB Foundation funded **Big Sky Arts**, making music with adults with learning difficulties in Hartlepool
- Two **Surestart Centres** and **Redcar Youth Centre** commissioned murals
- The **stART** project was re-funded by Middlesbrough Connexions





4.0 Mission

Inspiring people: changing futures

Tees Valley Arts offers life-changing opportunities to the people of the Tees Valley through participation in high quality, professionally led creative activities

TVA is an arts development agency based in Middlesbrough in the North East of England, working across the Tees Valley; it is an organisation which champions participation in high quality arts and stimulating creative activities as a tool for improving the quality of life and learning for individuals and communities. TVA works in education: designing and delivering innovative programmes for students of all abilities, for disengaged learners, and for excluded or at risk pupils. TVA works in diversity and inclusion: using the arts to support and empower people who face life's challenges. TVA works to bring people together in respect and celebration

5.0 Strategic vision

Inspiring people: changing futures

Tees Valley Arts offers life-changing opportunities to the people of the Tees Valley through participation in high quality, professionally led creative activities

TVA's sustainability lies in making the best possible offer to the Tees Valley; TVA's whole purpose is to increase opportunity and benefit for the citizens of the Tees Valley, aged nought to ninety, whether in learning, skills gain, health, happiness, engagement, inclusion, or civic and social cohesion; we believe and advocate that in all of these areas of life, gain and improvement can be achieved through participation in high quality, professionally led, creative activities.

Of course, making the best offer we can to the Tees Valley doesn't mean that we can afford to be cut off from wider regional, national and international initiatives and events, in fact it certainly does mean that we must stay informed about and involved with wider agendas with regard to their usefulness and applicability to groups or communities within the Tees Valley.





6.0 Aims and Objectives

6.1 Aims

Marketing: to promote TVA's offer as widely and clearly as possible

Partnerships: to strengthen existing partnerships and develop new ones

Finance: to enhance sustainability and explore routes for growth

Governance: to strengthen Board/ Executive partnership and utilise Board skills

Staff: to retain good staff and support the team's development

New media: to explore and utilise new media in marketing and in projects

New venue: to explore possible alternative venues

6.2 Objectives

Marketing: to promote TVA's offer as widely and clearly as possible

- TVA has a good offer to make and a positive story to tell, but its messages are sometimes complex and may sometimes get 'lost in translation'
- TVA will review its current marketing (in the widest sense) profile, and make alterations as necessary to ensure that we communicate clearly 'who we are and what we do'
- TVA will critically assess its website, newsletter, brochures and leaflets to ensure that they work as hard as possible in getting the message/s across
- TVA will review and raise its media profile, locally and regionally
- TVA will explore new and social digital media to optimise communications and profile
- TVA will participate in forums, events and strategic discussions which offer a platform for demonstrating the status and commitment of the organisation
- TVA will ensure that its staff advocate clearly and cogently for the use of the arts in non-arts settings
- TVA will ensure that its staff explain project possibilities clearly to partners, and demystify both processes and potential cost implications

Partnerships: to strengthen existing partnerships and develop new ones

- TVA can only survive, exist and flourish through strong and effective partnerships and through aligning with relevant strategies (partners will include key strategic and cultural agencies, local authorities, educational organisations and agencies, relevant non-statutory bodies, community groups, creative and media agencies and individuals, and of course, funders)
- TVA will work to ensure that key partnerships are nurtured with the time, care and energy they need and deserve
- TVA will react flexibly when new partnership opportunities arise
- TVA will stay in touch with key strategic partners, locally, regionally and nationally, to keep abreast of new initiatives and programmes, both arts and non-arts



Finance: to enhance sustainability and explore routes for growth

- TVA will continue to operate a mixed finance model which optimises opportunity and minimises potential threat
- TVA will consult (regularly) with existing funders to ensure their ongoing satisfaction with our work, and to establish any potential for increase
- TVA will research potential core funders, as increased core funding supports greater and more targeted development time, and thus allows more coherent innovative work
- TVA staff will continue to research charitable opportunities for project funding, especially those which offer funding over the longer term
- TVA staff will continue to work closely with partners and relevant sectors where there are commissioning and tendering opportunities, especially those which offer funding over the longer term
- TVA will ensure staff have access to training in effective fund-raising, and will operate a critical friend system within the organisation (and with external partners where possible) to improve funding applications
- TVA will consider more 'merchandising' –
 - TVA will review its current 'off the shelf' arts project packages to ensure quality and appropriateness of offer
 - TVA will explore expanding its off the shelf offer, to include CPD for teachers/ advisers and packaged creative activities in non-education sectors
 - TVA will explore the potential for marketing specialist training, eg 'delivering arts in community settings' training could be offered to freelance creatives and as part of higher education courses
 - TVA will explore potential for marketing its expertise, consultancy and specialist skills
 - TVA will explore potential for a dedicated 'marketing arm' of the organisation
- TVA will explore social enterprise models for information and critical assessment

Governance: to strengthen Board/ Executive partnership and utilise Board skills

- TVA executive and Board members will work to build and develop dialogue and mutual understanding, to support well-informed board governance and decision-making
- TVA will conduct an audit of Board skills to make best use of expertise and network opportunities, and to identify potential skills gaps
- TVA will review the size and constitution of the board to ensure best fit for the future of TVA

Staff: to retain good staff and support the team's development

- TVA recognises that it has dedicated, hard-working specialist staff who have high levels of skill and sectoral knowledge
- TVA will ensure that individual operational supervision, staff and team meetings and annual appraisal are carried out in a proper manner, with a regularity as outlined in the staff handbook, and with mutually supportive and respectful attitudes
- TVA staff will be encouraged to pursue training and placement opportunities for themselves, subject to the TVA budget and programme requirements
- TVA (executive and board) will regularly review its policies to ensure that they are kept up to date and relevant, and work to support the organisation
- Any personnel issues that arise will be referred to board members (as/if appropriate) and the written TVA disciplinary and grievance procedure will be followed if such serious matters arise



New media: to explore and utilise new media in marketing and in projects

- TVA recognises that new technologies and social media offer marketing, communications and creative opportunities
- TVA will review its current digital/ICT profile and usage with a view to updating
- TVA will explore funding and training opportunities for developing our use of new media
- TVA will develop and enhance our media/networking presence and responsiveness
- TVA will research and develop its skill base around use of new media in creative projects

New venue: to explore possible alternative venues

- TVA will investigate possible alternative office accommodation arrangements, with short term and long term cost implications, to maximise benefit to the organisation, considering useful arts space, access, storage and parking





7.0 Structure and governance

7.1 The TVA Board

The TVA Board, as set up in 1982, has 18 ‘spaces’ of which 12 are filled at time of writing, with a mix of councillors, artists, academics, a marketing consultant, a creative industry director, a corporate lawyer and a financier. It has already been stated in this document that both the size and constitution of the Board will be reviewed through a skills audit, but it should be evident that many and varied skills are already represented.

The lawyer is on the Board as part of his company’s corporate social responsibility, and the financier as part of his company’s community volunteering scheme; this means that in effect, TVA has a relationship with those companies and can tap into their professional expertise, mediated through the trustee in question.

Thus for example, TVA has been able to gain some legal guidance towards the wording of a freelance contract, and also towards consideration of possible VAT de-registration. This kind of expert advice is very helpful to a small organisation with a limited budget.

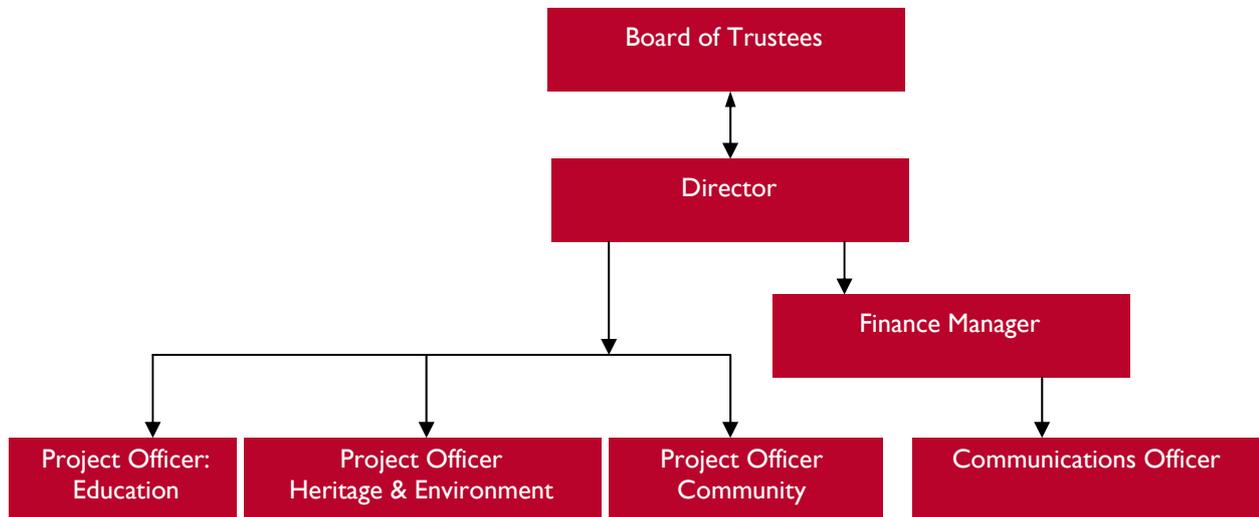
Board meetings have also been attended by our lead contact officer at Arts Council England North East; it is not as yet clear whether that will continue under the new Arts Council structures and intended liaison with Regularly Funded Organisations. (The Arts Council England is to review its support for all RFOs in 2010/11, so we hope that designation survives and that TVA survives as one!)

Board members make a great contribution to TVA, and are also able to use their own networks to promote the work of the organisation, thus helping to develop further opportunities. It is an expectation that Board members will promote, advocate for and support TVA and its work.





7.2 Staffing Structure



Currently (March 2010) TVA has 4 full time and 2 part time members of staff:

- Director (F/T)
- Finance Manager (0.8)
- Communications Officer (F/T)
- Education Officer (F/T)
- Heritage and Environment Officer (F/T)
- Community Officer (0.6)

These posts are all core funded; additionally, TVA has a contracted freelance Refugee Arts Worker (funded for 3 years by the Baring Foundation), a contracted freelance Programme Director for the WorldFest (funded by Northern Rock Foundation and others), and contracted freelance support workers for the 8 week cohorts of the stART project (currently funded by Middlesbrough Connexions) which works with young people Not in Education, Employment or Training. All of these contracted posts are time limited and subject to project funding.

The core team is small and (needs to be) flexible, the Director and the three arts officers will all find themselves co-ordinating a variety of projects at any given time, no-one gets to stick with their specialism to the exclusion of all else.

The organisation works together in one large room with training rooms/ art space leading off that; we also ensure that we have regular shared informal updates and more formal staff meetings. This all works to help create a positive and mutually committed atmosphere, which is definitely an organisational strength.

TVA staff are encouraged to continually update their own interests and cultural knowledge as this must contribute to the quality of our project ideas and creative innovation.



8.0 Ensuring Quality

Management procedures: TVA operates an appraisal scheme through which staff can highlight any aspirations, professional concerns, training needs etc; we have monthly staff meetings and delivery team meetings; we have one-to-ones frequently; and as has been indicated above, the staff team share a space and so are able to speak with each other informally every day.

Policies and protocols: TVA has regular and robust procedures regarding issues such as safeguarding, appointment of freelance staff, good practice and courtesy with young people and vulnerable adults etc. Staff attend courses offering updates on safeguarding procedures, and information is shared with the whole staff team; we insist that any freelance artist or other individual we contract must present original CRB certification no older than two years, and evidence of public liability cover where applicable. We write into our contracts that artists must conform to health and safety procedures of any host organisation, including presenting ID and CRBs at schools etc, where that may be required. We require carefully considered risk assessments for activities before they can proceed.

TVA has up to date policies for:

- Working with children and vulnerable adults
- Diversity and equality
- Grievance procedure
- Health, safety and fire
- Environmental policies
- Procurement
- ICT and communications

All policies are to be reviewed annually by the TVA Board.

Arts quality in projects: Arts quality, especially in participative arts, is hard to define, though we all think we know it when we meet it! Staff are encouraged to critically review projects, products and outcomes; naturally participants, teachers, host workers and artists are required to evaluate and feed back on projects; what is sometimes more difficult is to garner a response or judgement from the outside world, when there are not necessarily public activities or displays.

In 2009 TVA staff had an awayday and considered this, among other matters; following this discussion we developed a paper on evaluating participative arts projects which stated the four key areas of consideration to be: arts quality; authenticity; distance travelled; legacy. That certainly makes a start.....

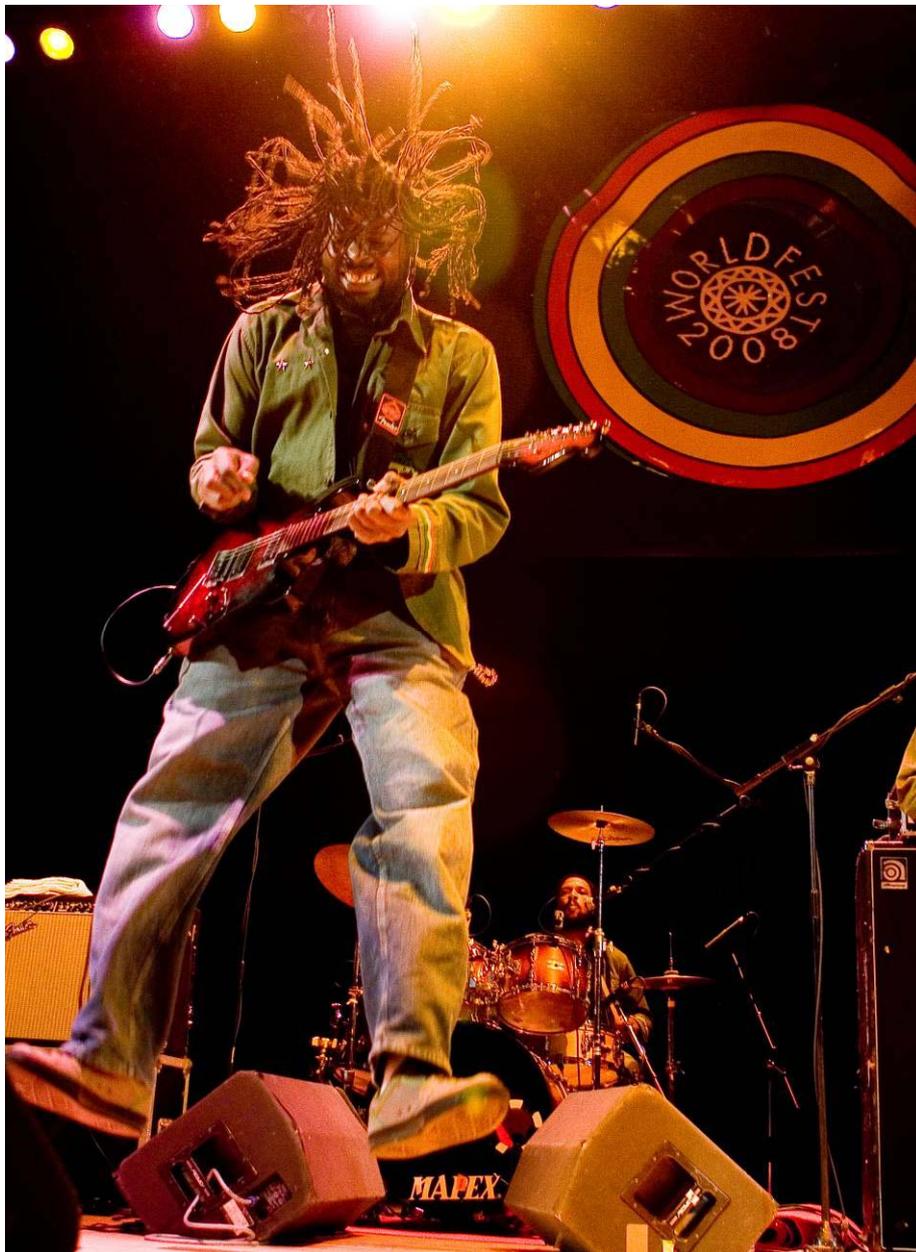
TVA Director and staff are keen to contribute to and to be part of relevant discussions – face to face, arts press, with wider colleagues and partners, in digital forums etc.

We're passionate about what we do and we want it to be of the best possible quality; and we want to be able to demonstrate and prove our good quality and its positive effects.



Financial and Audit controls: The TVA Finance Manager meets regularly with TVA project co-ordinators, always at least monthly but often more frequently, to review project budgets; the FM and the Director consult informally every day and formally once a week; the FM produces quarterly management accounts for the TVA Board; the in-year budget is monitored and updated as necessary which is more than weekly; accounts are audited yearly by external accountants, are approved by the Board and filed with Companies House and the Charities Commission.

All grant funders have reporting requirements with varying levels of detail and frequency; naturally we comply with all of these strictures, and all project expenditure is noted, itemised and accounted for. Within our finance management procedures all project budgets are 'ring-fenced' so that any particular project can be 'micro-managed' and any particular funder could be given an update on their 'investment'.





9.0 Financial Strategy and Sustainability

TVA currently receives income from a mix of sources and this will need to continue, to offer the organisation the greatest hope of sustainability (and even growth) going forward – please also see notes at 6.1 and 6.2 above.

TVA is a Regularly Funded Organisation of the Arts Council, which means that they have granted us a certain amount of annual core funding, to support an agreed programme of activity and operations; this has happened historically and will also apply for 2010/11. However, Arts Council funding for organisations is undergoing national review and at the time of writing this plan no decisions have been made public as to future intentions.

For financial year 2010/11, Arts Council England will grant TVA £80,157 core funding, so if this support is not continued from 2011 onwards, then TVA will inevitably face a serious funding challenge, as £80K of core funding is the equivalent of raising £500,000 more of project funds than we currently do – we use the full cost recovery method to determine fees taken on project funding and these currently approximate to 20%.

Like all the other RFOs across the nation, we wait and plan for all contingencies.

TVA currently receives £10,000 per annum core support funding from each of the 5 boroughs of the Tees Valley in respect of our work in Education and Inclusion; this began as a three year agreement in 2009/10, hence has two more years to run. During the lifespan of this agreement TVA and lead contacts in the local authorities are working to strengthen and develop the partnerships, so that TVA's offer becomes integral to Tees Valley cultural activities and strategic drivers, which will in turn lead to long term economic sustainability for the organisation.

TVA has been awarded a three year core support grant from the Northern Rock Foundation - £30,000, £25,000, £20,000 – beginning with financial year 2010/11. This very welcome support will allow the organisation greater stability (and less pressure of need to chase funding) while we nurture and grow the partnerships with the Local Authorities and other key strategic partners.

TVA will explore other potential charitable sources of core funding, whose support may be linked to the development of specific programmes of work, for example researching and contributing to the development of provision for disengaged and vulnerable young people.

TVA projects are funded through a mix of direct commissioning, tenders submitted and charitable applications made, with the greater part inevitably made up of the latter.

TVA has several significant project grants which support activity over more than one year –

- Northern Rock Foundation support for WorldFest 2009, 2010 and 2011
- Lloyds TSB Foundation support for Big Sky Arts with adults with learning difficulties 2010 and 2011
- Baring Foundation support for the Refugee Arts Worker, November 2009 – June 2012
- Youth Music support for activities with diverse young people June 2010 – August 2011
- Heritage Lottery Fund support for Green TV project, April 2010 – June 2012



Other charitable funding is sought and/or tenders submitted as work, opportunities and partnerships arise; clearly work around environmental learning, around young people especially those at risk, and around cultural diversity and inclusion are all areas of particular interest and expertise within the organisation.

TVA currently offers some off the shelf sessions – Environment Officer Joe Dunne is able to combine his first degree (Fine Art) and his Masters degree (Environmental Management) to deliver curriculum environmental science through the arts; we also offer some off the shelf creative activities for able pupils which we co-ordinate with named arts practitioners.

TVA will consider expanding these packages to include CPD for teachers, training for creative freelancers, even imaginative packages for corporate awaydays.

TVA will explore the potential for marketing its expertise and consultancy, which may well realistically be limited, but is still worth consideration.

TVA is the Arts Award Training Licence Holder for the South of the North East of England region, and one of two Gold Award Top-up Trainers for the whole of the North East. Thus we offer public Arts Award Adviser training days, in house training days, and occasional top up training events – all of which earn some valuable income.

Writing this plan in March 2010, we are already aware that our financial situation going into 2010/11 is looking set fair, and for once, we will not need to chase immediate funding (though if the Arts Council do decide not to continue our RFO status from 2011 onwards then major actions will be called for). Setting aside that grim possibility for now, intentions are that in 2010/11 we will be able to spend even more time with key partners, learning about their issues and aims, exploring the territory, and working with them to devise innovative creative solutions. We will also be able to spend more time contributing our expertise to steering groups and advisory committees, and developing larger remit Tees Valley wide projects such as Green TV.

10.0 Action Plan

	Activity	Target Outcome	By whom
2010-11			
	Ongoing partnership development with Tees Valley local authorities and other key stakeholders	Strengthened partnership working; alignment with key local issues and aims; development of new projects	Director
	Re-negotiation of relationship with Arts Council following their re-shape	To ensure alignment, engagement and mutual understanding with the national strategic cultural body	Director
	Board development	Enhanced board engagement	TVA Board
	Review and update TVA policies and procedures	Organisational development	TVA Board Director
	Develop and implement an ICT policy	Organisational development	TVA Board Director Communications Officer
	Audit and upgrade of TVA's use of digital and social networking media	Enhanced organisational profile and communications	Director Comms Officer
	Exploration of wider marketing opportunities/ income streams for TVA	Organisational sustainability	TVA Board Director Finance Manager
	Exploration with partners of establishing and evaluating arts quality in participative activities	To ensure high arts quality throughout TVA programmes	Director
	Education highlights:		
	Launch of Green TV – 3 year environmental arts project across the Tees Valley; delivery of Year 1 activities	To soundly establish project activity and management structures; to bring about environmental learning and engagement through the arts for learners and their communities	Heritage and Environment Officer
	Continued delivery of Arts Award training	Workforce development for artists, youth workers, teachers etc	Education Officer
	Continued delivery and development of stART activities with young people categorised as NEET; exploration of future sustainability	Worklessness reduction, progression for young people	Community Officer
	Development of high profile project with the 7 TV Arts specialist secondary schools	Aspirational creative opportunities for young people	EO
	Development of creative interventions with vulnerable young people	Better opportunities and enhanced achievements for young people	Director EO CO
	Inclusion highlights:		
	WorldFest 2010	Successful delivery of annual festival celebrating diversity; exploration of future developments/ sustainability; widening of outreach activities supporting social cohesion	Director Refugee Arts Worker
	Refugee Arts Worker activity	Continuation and development of role	Director RAW

	Activity	Target Outcome	By whom
2011-12			
	Exploration of possible premises change	Sustainability of organisation	TVA Board Director
	Education highlights:		
	Green TV – delivery of Year 2 activity and preparation for final conference/ celebration/ dissemination	Environmental learning and engagement through the arts	HEO
	Continued delivery of Arts Award training	Workforce development for artists, youth workers, teachers etc	EO
	Continued delivery and development of stART activities with young people categorised as NEET; exploration of future sustainability	Worklessness reduction, progression for young people	Director CO
	Development of high profile project with the 7 TV Arts specialist secondary schools	Aspirational creative opportunities for young people	EO
	Inclusion highlights:		
	WorldFest 2012	Successful delivery of annual festival celebrating diversity; exploration of future developments/ sustainability; widening of outreach activities supporting social cohesion	Director RAW
	Refugee Arts Worker activity	Continuation and development of role	Director RAW
	Development of wider Inclusion project	Creative activities and engagement for excluded groups	Director
2012-13			
	Establishment of strategic, financial and programme aims for TVA going forward	Sustainability of organisation	TVA Board Director
	Education highlights:		
	Green TV Conference/ celebration – June 2012	Celebration of Green TV achievements; dissemination of products; sharing of learning; exploration of arts/ environmental interface	Director HEO Communications Officer
	Continued delivery of Arts Award training	Workforce development for artists, youth workers, teachers etc	EO
	Ongoing project development, design and delivery	To achieve TVA and partner aims	EO CO
	Inclusion highlights:		
	WorldFest 2012	Festival celebrating diversity	Director RAW
	Ongoing project development, design and delivery	To achieve TVA and partner aims	Director



Inspiring People : Changing Futures



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