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ART IS EVERYWHERE

Collaborative Place Based Knowledge Exchange

ART IS EVERYWHERE
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REALITIES

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NORTH LANARKSHIRE COUNCIL CO-PRODUCED ARTS STRATEGY

2023-2028



This is a Measuring Humanity project – the predecessor to REALITIES in Health Disparities: Researching Evidence-based Alternatives in Living, Imaginative, Traumatized, Integrated, Embodied Systems (Grant Ref: AH/X006131/1), led by Marisa De Andrade at the University of Edinburgh (UoE) in collaboration with these co-investigators: Nicholas Barton-Wines (freelance artist in collaboration with North Lanarkshire Council); Rhiannon Bull (UoE); Lucy Campbell (WEA); Scott Davis (UoE); Toby Lowe (Centre for Public Impact); Alan Marshall (UoE); Aileen Neilson (UoE); Mark O'Hare (Pre-employability in Clackmannanshire); Sneha Raman (The Glasgow School of Art); Sam Rowe (Bethany Christian Trust), Christina Sachpasidi (UoE); Candela Sanchez-Rodilla Espeso (UoE); Rosie Stenhouse (UoE)





REIMAGINING NORTH LANARKSHIRE'S FUTURE WITH ART AT ITS HEART

2022 was a ground-breaking year for the Arts Development Team at North Lanarkshire Council. During this year, the arts became established as crucial in unlocking the potential of local people and places in the region.

By situating the arts and creativity at the helm of multi-sectoral decision making, the Active and Creative Communities Arts Development team have contributed to efforts to tackle the socio-economic, social and environmental challenges of our time within our local communities.

This contribution was primarily achieved through our flagship Art is Everywhere project funded by the Arts and Humanities Research Council (AHRC), nurturing and increasing the visibility of artistic endeavour in North Lanarkshire with the aim of tackling inequalities. We widened access to the arts across key demographics with the development of eleven, innovative strands of work – inspiring the development of North Lanarkshire's first co-produced arts strategy with local communities and multiple partners.

This strategy is a statement of intent to build upon our promising work and widen our scope and impact by integrating our arts offer across targeted council services to engage and work with communities

to tackle inequality. In co-designing our arts offer in tandem with our communities and local artists on the ground through imaginative practice and collaborative methodologies, we aspire to realise North Lanarkshire's potential as the most creative region in Scotland.

This calls for a process of multi-sectoral integration and collaboration across key North Lanarkshire Council services, nurturing existing and fostering new relationships, both internally and externally, with populations we are currently serving and working with. We have already begun this process by building upon the arts networks developed during this project and experimenting with a creative, novel model of delivery that we now seek to test with our established, valued partners in our services, schools, local organisations, local businesses, and accessibility networks across the region.

By implementing the strategic aims stated in this strategy, North Lanarkshire Council's Arts Development team will realise its



ambition of becoming a fully integrated council service. It will play a crucial role in reaching and collaborating with the people and places in our region that require our support, removing barriers of accessibility to the arts, and sustainably raising the profile of North Lanarkshire's artistic and creative endeavours.

By building on the work of Art is Everywhere, we will continue to evolve from a service delivered 'as' and 'when' to become a holistic, key asset in addressing inequality. The arts will be woven throughout all council services and departments and perceived as more than simply social prescription. It will become a way of connecting with our communities

through our health and leisure services and within our housing, social care, social justice, families, education, employment, business, environmental and other departments.

Community accessibility to the arts offers opportunity for us all to enjoy our hobbies and to learn new, creative skills – but is also much more than that. The arts have the power to change lives for the better. Through the implementation of our strategic aims, we will reach and collaborate more effectively with the communities that our services traditionally find harder to engage with and begin to direct much needed support to all through our transformative arts approach.



ART IS EVERYWHERE

Art is Everywhere was delivered in 2022 and developed as a response to the post Covid-19 Futures Commission call to adopt a social prescribing approach to healthcare as a priority.

A summary of Art is Everywhere is available [here](#), where it is contextualised alongside the other 8 AHRC place-based Knowledge Exchange awards across the UK. Using a range of arts-informed approaches (dance, theatre, photography, film, fine art, murals from upcycled materials, digital art, podcasts and more), we engaged with a range of communities in North Lanarkshire from early years to school children; college students to healthy aging demographics; multiple ethnicities; people in care and

others to address inequalities through the arts. Our arts-informed work in North Lanarkshire – which posits art and creative-relational inquiry as evidence alongside traditional qualitative and quantitative measures of evidence – builds on an ongoing programme of research led by Dr Marisa de Andrade at the University of Edinburgh called [Measuring Humanity](#), who work to influence policy and practice at local, national and international levels.

Art is Everywhere is part of the AHRC's place-based research programme hub. Here we explain the integrated approach to creatively engaging in place-based work from the bottom-up – working with the most unequal communities in our society – rather than parachuting in from the top-down to make decisions about their towns and environment without their equal and active involvement. This [press release](#) explains how North Lanarkshire's Art is Everywhere project is being linked to the levelling up agenda.

In October 2022, Art is Everywhere became part of a further UK Research & Innovation (UKRI) £26 million investment on a project using the arts to tackle health inequalities. Led by Dr Marisa de Andrade and working alongside Clackmannanshire, Easter Ross in the Highlands, prison and homeless populations, [REALITIES in Health Disparities: Researching Evidence-based Alternatives in Living, Imaginative, Traumatized, Integrated, Embodied Systems](#) is collaborating with so-called 'vulnerable groups' to position these groups as experts of their own health and wellbeing. It is also questioning current assumptions of reality, knowledge, and morality within public health delivery.

This collaboration between North Lanarkshire Council and the University of Edinburgh was further supported by the Arts Development team providing staff time and £30,000 from a Creative Scotland Performing Arts Relief Fund towards community artistic activities. The vision was to launch new initiatives with national partners, create outcomes that maximise impact and legacy, and inform a fresh strategy to plan for a long-term sustainable funding model.

Our intention was to collaborate with Community Learning & Development, Education & Families Social Work, Social

Justice, Health Improvement and other teams across key council services. The Arts Development team co-led the project with the University of Edinburgh and allied with key strategic partners including Edgehill University, NHS Lanarkshire, Scottish Community Safety Network, Youth Theatre Scotland, Voluntary Action North Lanarkshire, and Tron Theatre.

We were mindful that Art is Everywhere needed to be integrated and aligned with other sectors' priorities and targets and connected to North Lanarkshire Council's departments, schools, grassroots organisations, businesses and accessibility or transport networks for sustained access to the arts from early years through to older populations. Our aim was to target and connect varied groups that represented multiple, diverse voices both in strategic development and policy making.

The project was grounded in the region's intention to develop a social prescribing model to support the health and wellbeing of North Lanarkshire communities through the arts, identifying assets (building, cultural, human resources, community knowledge and aspirations) that could contribute to sustainable regeneration plans co-designed with North Lanarkshire residents. This included the implementation of a dignity and access fund for lower income households or those who face barriers in accessing the arts in the local authority.

Art is Everywhere worked with existing local cultural/other assets in the region that could be regenerated. The collaboration allowed for a critical exploration of 'what can be done with what already exists' in a more sustainable way rather than/as well as investing in new infrastructures that may not meet marginalised communities needs or wants.

THE POLICY LANDSCAPE

The Community Empowerment (Scotland) Act 2015 recognises that central and local government needs to support and empower communities to create a more prosperous and fairer Scotland for everyone. It seeks to achieve this through enabling ownership or control of land or property and strengthening voices in decisions about public services. The legislation has also created new responsibilities and powers for local authorities in Scotland to help empower communities.

Creative Scotland funding cuts – Following the Scottish Government's budget announcement in February 2023 which proposes a reduction in funding for Creative Scotland of around £7million (more than 10%), Creative Scotland has warned it may have to half the number of organisations it provides long-term funding for after losing more than 10% of its government budget.

The funding body's Chief Executive Iain Munro told Scottish Parliament around 60 organisations could lose support, which could put up to 2,500 jobs at risk.

Within this context, North Lanarkshire Council's Arts Development Team is working with academics and other partners to change the way we think about the value of the arts in place-based settings.





ART AS EVIDENCE

Art is Everywhere was informed by an existing research programme Measuring Humanity. This work calls for a re-conceptualisation of the evidence-base to include crucial forms of creative and relational data about communities' lived experiences that cannot be accessed through biomedical or reductionist approaches to generating and using evidence.

The approach has been applied with various 'hard-to-reach' groups including the Deaf community; communities with a range of mental health conditions and addictions; several Black Asian Minority Ethnic (BAME) groups including severely stigmatised and excluded communities such as Roma/Gypsy; and school children in marginalised neighbourhoods.

Through this lens, art is evidence if it's deemed 'valid' and appropriate for communities – whether it be hip-hop, theatre, environmental art initiatives in greenspaces, comedy, music making or simply having meaningful conversations. The arts and the act of humans coming together in community provide missing data that must be understood to tackle complex issues. By privileging the person's voice, a richer understanding emerges of complex, deep-rooted reasons for ill health. Connecting the individual to the system reveals how diverse subjective realities (personal and even subconscious motivations) collide with an objective

reality (structural drivers of inequality). Through performance and collaboration, we hear how poverty, power, and politics make people unhealthy.

The work also demonstrates how community engagements challenge policy makers and academics to reassess what counts as evidence when developing policies, practices, and recommendations. Appendix 1 outlines Art is Everywhere's proposed project plan for delivery throughout 2022 and initial project partners. As is entirely expected through the process of co-production, some of these milestones shifted as new opportunities emerged or barriers prevented us from delivering particular activities at a particular time. Through our vision and approach, there is no such thing as failure. We are experimenting – hopping over obstacles and seeking imaginative solutions when we collide with systemic or other challenges. We're focused on deep, honest learning rather than gaming targets and outcomes.





OUR VISION

Our vision is to integrate the arts into the heart of North Lanarkshire Council multi-sectoral strategic planning, ensuring the Arts Development team is included and a key player across all council sectors to tackle key social issues and inequalities within North Lanarkshire.

We intend to lead the way in ensuring sustained access to the arts for all community demographics.

We envision the arts to be central to each sector's strategic planning ensuring the people of North Lanarkshire have sustained access to the arts for all ages to reach, engage and collaborate with communities to tackle education, health, community safety, social justice, and social-economic inequalities.

This goal can be achieved by:

1

INCREASING OUR VISIBILITY

This includes working with councillors at events and ensuring they have sight of our annual reports and inviting stakeholders of public bodies to our events to display the social impact of our work and delivery of services. Through Art is Everywhere and its successor REALITIES, we have the opportunity to work with and showcase our local initiatives at a national level, for example through Youth Theatre Arts Scotland and Scottish Opera. Relationship building is key for future projects, working in collaboration so local and national partners are aware we exist; heightened visibility and creating connections so more cross-pollination can happen.

2 IMPACT REPORTING

Reporting mechanisms will be implemented, but our focus is on the 'doing' and 'experimenting'. We will cut through bureaucracy and shift attitudes towards a self-confident, valid recognition of the arts, working towards a collective vision with aims that are capturing 'measures' and impacts, but doing so in a way that increasingly recognises the limitations of measurement and metrics in complex systems.

Our attention will be on delivery while evidencing our impact through a revised 'measuring impact' strategy – working with our existing academic projects on already ring-fenced funds to design cutting-edge ways of capturing both the financial and social value of our services of which are inter-linked. We see 'art as a process' rather than 'art as an outcome'. Our approach will be more human-centered and relational.

4 BUDGET AUTONOMY

We will continue to secure responsibility over our own budget in collaboration with other partners rather than relying solely on funds coming from external people and organisations buying into us. This will mean that we can strategically target areas most needing arts provision and build a targeted approach from a social justice perspective to have a larger and broader impact. We will draw on the expertise of UK-wide partners, who've transformed their approach to participatory budgeting and simultaneously tackled inequalities (for example, the [Plymouth Alliance](#) applying [Human Learning Systems](#)).

This financial model will be designed to bring in income, and then have control over this income to spend it to increase more value and impact both monetarily but most importantly societally. We will document how much funding we are bringing in so we can reinvest in communities and become self-sustaining. Transparency and accountability is key.

3 UNDERSTANDING AND APPLYING THE SOCIAL PRESCRIBING MODEL

We will utilise our services to place people on pathways for referral rather than only asking people to take part as and when, across council services and externally. Collaborating with partners such as Macmillan and Voluntary Action North Lanarkshire (VANL), we will continue to co-develop North Lanarkshire's social prescribing model to extend social prescribing to multiple communities. This will involve plugging into new formats where Community Connectors across the authority sit on existing hubs receiving self-referrals, and offering care plans/social prescribing options such as Arts & You. Locals will also be able to self-refer without the need for a GP. We will work with VANL to promote this model to public, streamline social prescribing with other arts strategy opportunities, and capture data as we go. We will also work to conceptualise the arts are more than a hobby or activity that needs to be prescribed, but rather a way of being and relating that promotes human flourishing.

5 UTILISING OUR DIGITAL CREATIVE ASSETS MAP

We will continue to map places and creative assets across North Lanarkshire through the region's first interactive creative asset map made by and for local communities. This tool will be used to understand more about the needs and wants of locals through a place-based lens. We will build capacity within North Lanarkshire's Arts Development Team by working with the University of Edinburgh to train Arts Development Officers to update the interactive map.

6 EMBODYING AN ETHOS OF CO-PRODUCTION, CO-DESIGN, CONTINUOUS LEARNING & EXPERIMENTATION

Through the implementation of Human Learning Systems (HLS) principles, we will work on co-produced projects with freelance artists, community members, academics and other multi-sectoral stakeholders. By building upon existing projects and funding and co-applying for new projects, we will create a sustainable legacy and strategise towards growth.



WHO WE ARE

The Arts Development Team sits within the Active and Creative Communities department of North Lanarkshire Council, covering the whole of North Lanarkshire.

The team has operated for over 30 years, delivering a range of community arts classes for both adults and young people across varied a demographic of people, working on local and regional projects, within schools and the wider community in partnership with local and national organisations. Regular participation in the arts has helped our residents to develop knowledge, skills and confidence to establish a healthier, more open, inclusive, and resilient society. We see creativity as essential for our health and wellbeing, and are using the arts to tackle inequalities within North Lanarkshire.

Until April 2021, the Arts Development Team was part of an ALEO (Arms-Length External Organisation) of North Lanarkshire Council known as Culture NL. In this period, work was split into two categories: Arts & You, a community class programme; and a 'Buy In' service, whereby schools and other external groups bought in when 'as' and 'when'. Both strands had a price tag which, through research and daily practice, we found created barriers to marginalised groups accessing our arts offer often being unable to progress past the point of

inquiry.

As a legacy of the Art is Everywhere project, we have revised our approach to ensure our arts offer is integrated and interwoven throughout council services, resulting in the development of four new domains:

- Education (Lifelong Learning)
- Health Aging
- Community Safety and Social Justice
- Creative Consortiums

The North Lanarkshire Arts Development Team embody core values into all our work. These words resonate with our team:

**FUN CREATIVE RESILIENT
 ROBUST ENRICHING
 OPPORTUNITY CREATORS
 COMMUNITY FOCUSED
 SOCIAL JUSTICE SELF-PROMOTION
 TARGETED WORK LISTENING
 MEETING COMMUNITY NEED
 BUILDING COMMUNITY
 KNOWLEDGE SHARING TEAMWORK
 RELATIONSHIP & PARTNERSHIP BUILDING**

WHAT WE DO

Our team is split into two artistic disciplines: Performing Arts & Digital and Visual Arts. We strive to offer every resident access to high quality affordable arts activity, delivered by professionally trained artists. Participation provides the foundation for communities to successfully engage, feel empowered, and be the catalyst for social change.

Prescribing the arts as a vehicle to explore a variety of topics and themes is proven to be extremely effective. The Arts team has a depth of experience and knowledge and can tailor projects to specific client's and service's needs/wants and helping people know where to start.

We design and deliver bespoke projects for a range of council services as well as external clients, developing partnerships and opportunities for local communities within North Lanarkshire to support access and participation in the arts, responding to community needs and interests, and supporting local groups with the goal of building a thriving arts network within North Lanarkshire.

A comprehensive but not exhaustive list of our arts activities include:

- Poetry
- Theatre
- Digital
- Media/Graphic
- Design/Photography/Film/Podcasting/Visual
- Art/Pottery/Ceramics
- Digital Creative Mapping
- Textiles/Woodwork/Sculpture
- Graffiti/Drawing/Painting
- Sound art/performance art

Through the Art is Everywhere project we delivered multiple strands of research and applied artistic practice in collaboration with multiple partners and sectors to initiate the strategic aims of this co-produced strategy

STRATEGIC AIMS

To reach our vision, we co-produced six strategic aims using the Human Learning Systems (HLS) approach designed by Professor Toby Lowe at Centre for Public Impact (CPI). The internationally acclaimed approach used by multiple governments, councils and other organisations is grounded in the belief that ‘public service exists to support human freedom and flourishing’.

HLS ‘embraces the complexity of the real world, and enables us to work effectively in that complexity’. We know there are no easy, simple solutions and are committed to getting to the root causes of issues by recognising that our environments are dynamic and change is inevitable. We are all unique so our ‘outcomes’ will differ depending our wants and needs at any given time. This means that measuring in a linear, target driven way will involve a certain level of gaming rather than authentic, relational learning and genuinely positive outcomes. When we get things wrong, we adapt, try something different, experiment, document the process, honestly share our learning in the absence of a blame and shame culture. There is no such thing as failure – each experiment is an opportunity for growth and wisdom.

By focusing on and understanding the processes of learning and change in North Lanarkshire Council and other organisations rather than performance measures, we will nurture relationships and healthy systems that facilitate continuous learning cycles for sustainable growth.

There are three main components to Human Learning Systems:

INPUT

This refers to the information, experiences and feedback that individuals receive from their environment. This will be gathered by the Arts Development Team as part of their daily practice in simple and accessible formats on a central database. See Appendix 2 for an example of how Input can be gathered and stored.

PROCESSING

This refers to the ways in which individuals interpret and make sense of the input they receive. This includes the formation of beliefs, attitudes and assumptions about the world, as well as the development of skills and competencies. This will happen through ongoing conversations, structured and informal meetings with the Arts Development Team in collaboration with community members, academics and other multi-sectoral partners.

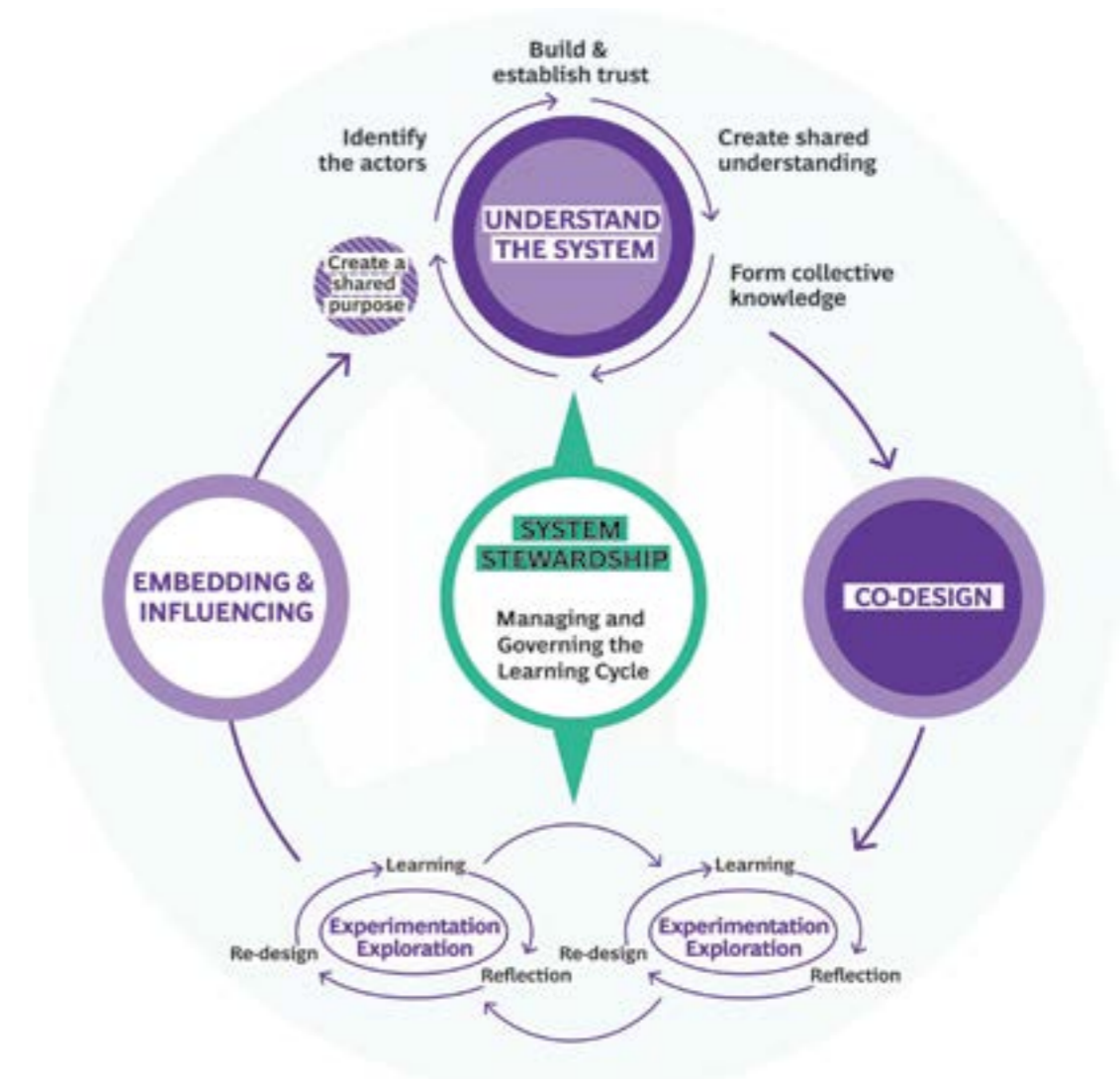
OUTPUT

This refers to the actions and behaviours that individuals engage in due to them processing the input they receive. This includes changes in attitudes, beliefs and practices, as well as changes in the ways that individuals interact with others and with their environment.

The process of learning and change in organisations is not linear, but rather is characterised by a cycle of inputs, processing and outputs. As individuals receive new input and process it, they

engage in new behaviours, which in turn bring about new input and new opportunities for learning and change. This will lead to new insights within the team and the co-designing of community activities that support this process.

Our strategy outlines six strategic aims that will realise this vision and for each aim, human learning cycles will be co-produced that will have a co-design phase, an experimentation phase, and a learning phase. That learning will then inform further co-design and experimentation phases to progress towards new opportunities for learning and change.



The Human Learning Systems model

STRATEGIC AIMS:

- 1 Deliver a comprehensive arts offer that supports North Lanarkshire in becoming a world-class, thriving, creative, cultural hub. (DELIVERY)**
- 2 Situate the delivery of North Lanarkshire arts as a key multi-sectoral asset in tackling the region's inequalities by integrating a woven arts offer that can be facilitated and prescribed throughout North Lanarkshire's council services (ARTS TEAM FACILITATING MULTI-SECTORAL SERVICE DELIVERY; SOCIAL PRESCRIPTION THROUGH INTEGRATION)**
- 3 Utilise the value of art to bring people together by becoming a valuable relationship builder: strengthening links within council services and nurturing deep collaboration with residents, community organisations, public bodies, local, regional, and national businesses, academic partners, and funders (RELATIONSHIP BUILDING)**
- 4 Implement a financially sustainable growth model whereby the revenue brought in through our arts offer is managed by the arts development team with re-investment into the staffing and materials required to support year on year growth of North Lanarkshire's creative sector into 2028 and beyond. (FINANCIAL; COLLABORATION)**
- 5 Capture and grow both the societal and financial value of our work through innovative methods of measuring and evidencing the impact of our arts activities, working closely with our council services, collaboration with our communities and utilising the analytical expertise of our academic partners. (MEASURING AND EVIDENCING)**
- 6 Boldly promote and showcase the value of our projects and services to foster a reputation not only of service delivery but one that plays a valuable role in addressing vulnerability and tackling social inequalities within our communities (PROMOTION AND COMMUNICATION)**

STRATEGIC AIM 1:

Deliver a comprehensive arts offer that supports North Lanarkshire in becoming a world-class, thriving, creative, cultural hub.

The Arts Development Team is currently in a transition phase between the previous delivery model that focused purely on 'as' and 'when' access to the arts without a wider strategic vision as to how these activities could be connected to produce an arts offer that sustainably grows across all places in North Lanarkshire. Art is Everywhere has led to legacy opportunities and expanded the creative potential of North Lanarkshire through co-production and collaboration.

Co-designing and co-producing with stakeholders:

This requires the Arts Development Team to collaborate with communities, other North Lanarkshire Council services and local partners to build upon the creative consortiums and arts network that emerged in 2022. For example, forthcoming project of transforming the town of Airdrie into our town for the arts can be viewed as an experimental hub to show how a town centre can be re-generated taking the needs and wants of local residents into consideration and become a thriving, creative, cultural hub for North Lanarkshire and beyond.

STRATEGIC AIM 2:

Situate the delivery of North Lanarkshire arts as a key multi-sectoral asset in tackling the region's inequalities by integrating a woven arts offer that can be facilitated and prescribed throughout North Lanarkshire Council's services and beyond.

The region of North Lanarkshire is one of the most challenging areas in Scotland in large part because of de-industrialisation and the resultant social, economic and health outcomes that have resulted within our communities. We are therefore uniquely placed to support non-traditional methods of community engagement with key demographics such as ex-offenders, people in deprived areas, young people, immigrants, young men and women, and others across the socio-economic spectrum.

The task of utilising the arts as a social prescription and a vehicle to address inequalities across North Lanarkshire Council has been limited due to barriers for entry for people reaching our services from our previous delivery model. Through Art is Everywhere, we have started integrating the arts across key council services and engaging with so-called hard-to-reach populations. Our path now is to continue to build and sustain these meaningful relationships and place social, physical and mental health improvement at the core of our delivery.

STRATEGIC AIM 3:

Utilise the value of art to bring people together by becoming a valuable relationship builder. Strengthening links both within council services and nurturing deep collaboration with residents, community organisations, public bodies, local, regional, and national businesses, academic partners and funders.

The Arts Development Team have cultivated good relationships both internally and externally through cultural coordinator teams who have engaged centrally with education services and other departments in the council for over 30 years. Relationships exist between community learning development, youth, family, and adult work teams in the council, however there is yet no systematic referral process in place to ensure those who require access to the arts can secure this. A process of integration must be employed internally and, as systematic pathways are embedded in our service, we will increase our scope of fostering collaborative relationships with community organisations, other public bodies, businesses, academic partners and funders. We will continue to demonstrate that our arts offer is integral and multi-sectoral and position ourselves as key stakeholders in North Lanarkshire Council's vision reducing levels of inequality, aligning with Government strategies.

To do this, we will continue to co-produce and co-design new community initiatives and outcomes in partnership with other council services. We will co-design an external communication plan with existing partners to deepen and create new relationships across North Lanarkshire, and ensure links established through Art is Everywhere with the Early Learning Team, Education, CPD, Health Improvement, Social Justice and other partners are strengthened. We will also develop an internal relationship building programme with the goal of full integration of arts offer across all sectors in North Lanarkshire Council. We will inform a new experiment of plugging into national community learning development and national strategies as there is no single arts national framework.

STRATEGIC AIM 4:

Implement a financially sustainable growth model whereby the revenue brought in through our arts offer is managed by the arts development team with re-investment into the staffing and materials required to support year on year growth of North Lanarkshire's creative sector into 2028 and beyond.

Our vision is to have greater control over how arts resources are allocated to increase the scope of full integration across council services. Conversations with other North Lanarkshire Council finance teams would be a starting point to understand how we may be able to co-design an approach to budgeting that could be primarily managed by the arts team in collaboration with other services and partners. We will draw from successful collaborative funding models applied using Human Learning Systems.





STRATEGIC AIM 5:

Capture and grow the societal and financial value of our work through innovative methods of measuring and evidencing the impact of our arts activities, working closely with other council departments in collaboration with our communities, and utilising the analytical expertise of our academic partners.

We currently do not capture evidence of our work systematically to demonstrate the social and financial value and impact of our activities. We require a design of innovative, novel methods of data collection that not only demonstrates value and impact, but re-defines what value and impact is to ensure that the impact of the arts is accurately presented to other stakeholders. The Arts Development Team to work closely with their academic partners at the University of Edinburgh to co-design evaluation approaches that do not require bureaucratisation of the work. We will continue to populate North Lanarkshire's first interactive creative assets map that not only captures place-based activities, but also how the initiatives are affecting the people in each place.

North Lanarkshire Council is part of the REALITIES project that is designing novel methods of capturing artistic impact in the public sector. As a REALITIES asset hub, North Lanarkshire will be running a series of experiments to capture this through an iterative learning environment with reflection and adaptation embedded. We will use data to inform bids for new projects, supporting the financial growth of the Arts Development Team.

STRATEGIC AIM 6:

Boldly promote and showcase the value of our projects and services to foster a reputation not only of service delivery but one that plays a valuable role in addressing and reframing vulnerability and tackling inequalities within our communities.

The Arts Development Team will continue to co-design a mutually agreed service offer and terminology to ensure consistency of message. We will develop a vocabulary sheet so the Arts Development Team across Performing, Visual and Digital Arts can all use similar terminology when engaging with community members and other internal and external stakeholders, and design a series of templates for the Arts Development Team to ensure materials go out in a similar way. Our website will be re-designed to showcase our work and act as our 'shop window'. We'll offer free events at our library festivals and taster programmes to reach new user groups simultaneously finding out what initiatives people are working on and how the Arts Development Team can cross-populate with community members.

We will work together to devise a communication plan that includes dates for events to exhibit the grassroots work going on, forward planning and resources for marketing within our revised autonomous budget. Strategic, influential attendees will be invited to key events. The first event, marking the launch of the North Lanarkshire Council's first co-produced Arts Strategy, was a weekend celebration of what we've achieved so far in Art Is Everywhere. North Lanarkshire Council ran a weekend celebration at the Bellshill Cultural Centre with a full programme of events and workshops from Friday 24th March – Sunday 26th March 2023 in partnership with the University of Edinburgh.



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