

**NORTH LINCOLNSHIRE COUNCIL**

**ASSET AND ESTATE MANAGEMENT,  
SPORT, LEISURE AND CULTURE  
CABINET MEMBER**

**KEY ARTS ORGANISATION GRANT – INSIGHT OPEN STUDIOS**

**1. OBJECT AND KEY POINTS IN THIS REPORT**

- 1.1 To consider an application for funding of £930 from Insight Open Studios.
- 1.2 The key points of the report are as follows.
- Arts Development has received an application for funding from Insight in support of the annual open studio event in North and North East Lincolnshire.
  - This application meets the criteria of the Arts Development Grant criteria and funds are available to support this project.

**2. BACKGROUND INFORMATION**

- 2.1 Insight is a voluntary sector group that manages the annual open studio event that takes place across North and North East Lincolnshire.
- 2.2 Insight allows artists to open up their homes or studios to members of the public over two weekends in September. This year the event will take place over 18/19 and 25/26 September.
- 2.3 Insight started in 2001 with 16 artists taking part and 1,351 visitors. The event has grown steadily with 97 artists taking part and 16,637 visitors attending in 2010.
- 2.4 Insight promotes artists working in North Lincolnshire. As part of the project, each artist is offered the opportunity to have his or her work professionally photographed and is given a full page in the Insight brochure. Five thousand brochures are printed each year and distributed across the Humber, Yorkshire, and Lincolnshire regions.

- 2.5 The full cost of taking part in the event is £120 per artist. The artist contributes £30 and the Arts Council England provides a grant amounting to a grant of £60 per artist through their Grants for the Arts Scheme. This leaves a shortfall of £30 per artist. The group is requesting funding from North Lincolnshire Council to meet this shortfall.

### 3. **OPTIONS FOR CONSIDERATION**

- 3.1 **Option 1** - to approve a grant of £930 for Insight.
- 3.2 **Option 2** - to approve a lesser grant for Insight.
- 3.3 **Option 3** – not to approve the grant.

### 4. **ANALYSIS OF OPTIONS**

- 4.1 **Option 1** is the preferred option. The application meets all the criteria in our grant aid scheme for assistance. There are sufficient funds in the Key Arts Organisation Grant Scheme to provide the amount recommended.
- 4.2 Offering grant support at a reduced level, or no grant at all would jeopardise the event taking place in North Lincolnshire.

### 5. **RESOURCE IMPLICATIONS (FINANCIAL, STAFFING, PROPERTY, IT)**

#### 5.1 Financial

5.1.1 The Key Arts Organisation Grant Scheme has £6,000 available for 2011-12. There is enough money in this fund to support this application.

5.1.2 Insight has secured funding from Arts Council England - Yorkshire and North East Lincolnshire Council.

#### 5.2 Staffing, Property and IT

5.2.1 There are no implications for staffing, property or IT.

### 6. **OTHER IMPLICATIONS (STATUTORY, ENVIRONMENTAL, DIVERSITY, SECTION 17 - CRIME AND DISORDER, RISK AND OTHER)**

- 6.1 Previous research has shown that Insight attracts visitors from outside the area and makes a positive contribution to the local economy.
- 6.2 This project will make a positive contribution to improving well being by promoting participation in leisure and cultural activities.

6.3 There are no statutory, environmental or section 17 implications.

## 7. **OUTCOMES OF CONSULTATION**

7.1 The aim of the Arts Development Grant Scheme is to allow a closer working relationship to develop between North Lincolnshire Council's Arts Development and the arts voluntary sector. It is a condition of funding that the Arts Manager attends Management Meetings with Insight and works with them in their development.

## 8. **RECOMMENDATIONS**

8.2 That the Cabinet Member approves an offer of funding support totalling £930 to Insight for their annual Open Studio event.

DIRECTOR OF INFRASTRUCTURE SERVICES

Hewson House  
Station Road  
BRIGG  
North Lincolnshire  
DN20 8XJ

Author: Lisa Moran  
Date: 11 July 2010

**Background Papers used in the preparation of this report:** Appendix 1

## KEY ART ORGANISATION GRANTS

### Who can apply?

Art groups that show evidence that they are well managed with a clear set of aims and objectives.

They will need to show why they need funding from North Lincolnshire Council and identify where the funding will be spent.

They have to achieve at least **four** of the criteria set out below:

#### Artistic

1. Offer opportunities for individuals<sup>1</sup> to see and experience work by professional artists
2. Offer opportunities for individuals<sup>1</sup> to work with professional artists

#### Economic

3. Attract visitors to the North Lincolnshire
4. Offer employment for local professional artists<sup>2</sup>
5. Improve skills for local professional artists<sup>2</sup>

#### Management

6. Aim to maximise funding, specifically by using North Lincolnshire Council's contribution to attract funding from other funding bodies
7. Aim to increase audiences for the arts/participation in the arts.
8. Aim to maximise resources through partnership working.

### What are the grants for?

This funding is support the revenue costs of the organisation or project.

The intention of funding these organisations is to work in partnership with them to:

- Ensure their development and sustainability
- Encourage best practise
- Ensure lack of duplication

*These groups are allowed to re-apply to North Lincolnshire Council for funding. However the groups will be expected to work towards sustainability without public funding if possible.*

---

<sup>1</sup> Individuals can include: children, young people, and/or adults.

<sup>2</sup> Local professional artists includes all artists that live in North Lincolnshire and make their living by primarily working in and around North Lincolnshire.

ORGANISATION	Criteria Achieved	Details
Insight	<ol style="list-style-type: none"> <li>1. Offer opportunities for individuals to see and experience work by professional artists</li> <li>2. Attract visitors to the North Lincolnshire</li> <li>3. Offer employment for local professional artists</li> <li>5. Aim to maximise funding, specifically by using North Lincolnshire Council's contribution to attract funding from other funding bodies</li> <li>6. Aim to increase audiences for the arts/participation in the arts.</li> <li>7. Aim to maximise resources through partnership working.</li> </ol>	<ol style="list-style-type: none"> <li>1. Insight allows the public the opportunity to visit artists in their studios or homes over two weekends.</li> <li>2. Anecdotal evidence suggests that visitors are coming from outside North Lincolnshire such as Lincolnshire, Derbyshire, and Yorkshire.</li> <li>3. Artists have gained employment through Insight, in particular from teachers who have visited Insight and had the opportunity to see work and speak to the artist.</li> <li>5. Insight maximises funding from the Arts Council and North East Lincolnshire. Artists also have the ability to sell work with £15,710 of work being sold over during event in 2010.</li> <li>6. Insight has increased its visitors from 1351 in 2001 to 16,637 in 2010.</li> <li>7. Insight partners North East Lincolnshire Council, 20-21 and the Ropewalk.</li> </ol>