

NORTH LINCOLNSHIRE COUNCIL

**SPORT, LEISURE AND CULTURE
CABINET MEMBER**

THIS IS ART - BRANDING

1. OBJECT AND KEY POINTS IN THIS REPORT

- 1.1 To agree a brand for arts events to try to improve performance against National Indicator 11 (NI 11) - Engagement in the Arts.
- 1.2 The key points of the report are as follows.
- The area's score for engagement in the arts is below the regional and national averages
 - One of the possible reasons for this is a lack of awareness of what counts as arts for the purpose of the survey
 - At a number of Performance Improvement Panels on the issue it was agreed to develop a brand to redress the perception issue.
 - It is proposed that the '*This is Art*' brand attached as appendix 1 is used.

2. BACKGROUND INFORMATION

- 2.1 The area's score for NI 11, the percentage of the population who engage in the arts three times a year is below the national and regional averages. The score is calculated from a telephone survey undertaken of 500 residents in North Lincolnshire.
- 2.2 One possible reason contributing to the low score, is a lack of awareness about what counts as the arts for the purpose of the survey. Other local authorities and the Arts Council England have also identified this as an issue.
- 2.3 Other authorities across the country have put in place strategies to try to improve their score for NI11. Lincolnshire County Council has developed the '*This is Art*' brand to try to overcome the perception issue.

2.4 It is suggested that the *'This is Art'* brand is also adopted across North Lincolnshire to promote what counts as the arts for the survey and increase participation in the arts.

3. **OPTIONS FOR CONSIDERATION**

3.1 **Option 1** – That the *'This is Art'* brand is adopted across North Lincolnshire to promote engagement in the arts.

3.2 **Option 2** – That another brand is developed across North Lincolnshire to promote engagement in the arts.

3.3 **Option 3** – That no brand is used across North Lincolnshire to promote engagement in the arts.

4. **ANALYSIS OF OPTIONS**

4.1 Option 1 is the preferred option. It is more cost effective and quicker to adopt a brand already developed, rather than create a new one. As time is of the essence, as the next survey will end in October 2010 this is an important consideration. In addition using a common brand with a neighbouring council has the potential for greater impact as audiences are likely to cross local authority boundaries.

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

5.1 There are no additional resource issues associated with adopting the brand. Consideration will be given to developing specific promotional material from within existing revenue budgets.

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

6.1 The use of the *'This is Art'* brand is intended to make a positive contribution to the area's score for NI 11 and to encourage more people to participate in the arts.

7. **OUTCOMES OF CONSULTATION**

7.1 Lincolnshire County Council supports the use of the brand by neighbouring council areas.

7.2 Arts Council England, Yorkshire supports the use of the brand.

7.3 Voluntary Arts groups were consulted and wish to use the *'This is Art'* brand on their promotional material.

8. RECOMMENDATIONS

8.1 That the '*This is Art*' brand is approved for use across North Lincolnshire.

SERVICE DIRECTOR ASSET MANAGEMENT AND CULTURE

Hewson House
Station Road
BRIGG
North Lincolnshire
DN20 8XJ
Author: Neil Jacques
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Background Papers used in the preparation of this report: None



How often do you take part in art?

If you're into:

Dance Singing Playing a musical instrument Writing music
Plays and drama Opera Ballet Painting Drawing Printmaking Sculpture
Photography Film-making Pottery Textile crafts Embroidery Crocheting
Knitting Carving Furniture-making Jewellery-making Calligraphy
Writing stories, plays or poetry Book clubs

then you're into this is art

Take part in more arts events in Lincolnshire
Find out more www.thisisartlincs.org



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