

arts aLive

FLICKS
IN THE
STICKS

Annual Report 2015/16

Summary version



Bite size information

- 107 live performances
- 80 satellite screenings
- 925 films
- Audience reach for live and satellite was 11,652 and Flicks screenings attracted over 39,000 people
- 3,985 people attended satellite screenings, an average of 49.8 per screening
- 7,667 people attended a live show, an average of 71 per event (66 in 14-15)
- Over 50,000 people went to an Arts Alive event last year.
- 90 different companies were programmed, 27 of whom were entirely new to the scheme
- Promoters gave over 11,000 hours of volunteer time

Highlights

- ◆ Clapper Box – this creative ambition has taken five years to realise. We now have a quirky, popular, intergenerational show available in rep locally. Good for both Arts Alive and The Fetch.
- ◆ A residency from SoundUK with ‘Little Radio’ which enabled us to work with an adult residential home and secondary school. Following the weekly music workshops it was great to have the adults attend the show with their carers – the first time they had ever been to this local venue.
- ◆ An Artists CPD workshop with Clod Ensemble which resulted in a new Shropshire creatives group being set up

Marketing and audience research/intelligence

During 2015 we gathered 160 new responses to the NRTF/Audience Agency first ever national survey of rural audiences. We know that

- ◆ Three quarters of our audiences attend regularly
- ◆ One quarter of our audiences are new
- ◆ Word of mouth and traditional print media are the most important for audiences
- ◆ Audiences attend theatre, cinema and heritage sites in very high numbers
- ◆ Women make up more than two-thirds of the audience
- ◆ People over 55 make up three quarters of the audience

Social media and digital marketing

- ◆ We currently have 2,335 followers on the LIVE Twitter, representing an increase of 302 from 2,033 a year ago, +14.9%.
- ◆ The weekly email alert currently has 3,285 subscribers, + 11.3% from last year.
- ◆ Numbers accessing our website decreased to 59,892 sessions (62,092 in 14-15, 44,334 in 13-14).
- ◆ Our Facebook LIVE ‘Like’ page has been revitalised with 500 (up from 402 followers, + 24.4%. from last year

Trustees and Management

Arts Alive benefits from a committed group of nine trustees with a broad skill base. There is a good balance of experience and fresh ideas within the group. In 2015-16 through Creative Apprenticeships two interns were taken on consecutively.

Excellence

Excellence is at the heart of our ambition. Arts Alive's reputation for quality performance is jealously guarded and we endeavour to create a stimulating programme incorporating artistic risk, but not jeopardising our reputation. Events are qualitatively assessed by promoters, the 15-16 average performance satisfaction rate was 9.6 (Up from 9.25 in 14-15). Promoters also assess Arts Alive's support and advice, rated on average at 9.7)

27 new companies were programmed; to ensure that standards remain high shows are previewed at festivals and showcases.

We aim to programme a range of shows in terms of art form, style, content. We endeavour to give people some of what they want and surprise them with what they didn't know they wanted. We have a commitment to programming international and diverse work in this highly monocultural area. We ensure there are shows specifically for younger children in our programme.

Funding and resilience

Local authority funding is not looking so positive, with Herefordshire Council stopping all arts funding from 15-16 and Shropshire Council reducing, with a view to ceasing entirely in 16-17. This year has been a year of campaigning against local authority arts cuts which has been time consuming and somewhat demoralising.

The viability and sustainability of rural touring is dependent on promoter and audience loyalty, volunteers gave over 11,000 hours in 15-16. It is thanks to their dedication and commitment that we can bring the arts to so many people in areas where there are few opportunities to experience professional work.

Arts Alive is core funded National Portfolio Organisation by **Arts Council England**

Elmley Foundation supported Arts Alive through their 20th Anniversary Fund

Sponsorship The relationship with Wrekin Housing Trust came to an end but we managed to make a new relationship with Organic Energy, locally based company that operates nationally, and whose ethos of sustainability and responsibility chimes well with Arts Alive. We are currently negotiating to continue the relationship for next year. As well as financial support Organic Energy have printed new tickets for us and promote us through social media.



Small scale donations We have seen an increase in online donations associated with ticket sales, generating £158 last year.

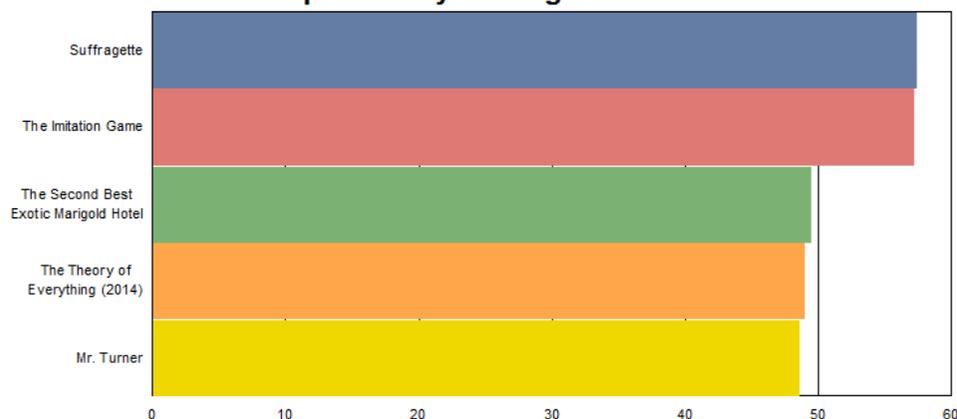
Tour d'Arts Alive This is a fund raising cycle event that was trialled last year. It was a huge amount of voluntary work but has laid the foundations for an annual fundraiser that is also a profile raiser for the organisation. We are repeating the event in 2016 and hope to establish it as an annual fundraiser.

Flicks in the Sticks

Another good year for Flicks, with a slight change of focus to screening more British independent and foreign language films, as well as documentaries helped by films such as Dark Horse and Addicted to Sheep.

We were pleased to have received funding from the three Audience Hub Network organisations, North West and Centre, South West and Midlands and Film Hub Wales; without their support Flicks couldn't operate.

Top Films by Average Audience



Thank you to

- ♦ our funders and sponsors
- ♦ our trustees for supporting this service.
- ♦ all our dedicated promoters; without whose enthusiasm and commitment these events would never happen



Archive project

Phase 1 of this project is almost complete where we have been researching archive films of the local area, having them digitised and available on the website, youtube and getting them seen by local people. Over all the films and all areas we have had over 12,000 views and 43,000 minutes 'watch time' (over 716 hours). The most viewed films are a Carnival from Shrewsbury and a film made by ATV of Cleobury Mortimer, both with over 1,000 views. Phase 2 will be getting underway this year, with live archive events in local venues.

We are also screening a short archive film called a Woman in a Man's World alongside Suffragette.

Mid Wales We have continued in a small way with 7 mid wales venues and 86 films. We could expand in mid wales but there isn't the funding or the will from funders for expansion.

Social Media Flicks stands at 355 likes for Facebook and 991 for Twitter. This will be the focus of a major campaign in the coming 12 months.

Borderlines Enjoyed another great year with 37 screenings over the area – and though funding is being reduced year by year, it is still a much loved festival with lots of new faces appearing at Flicks screenings.

