

Coming together is key

Project background: Why this research, now?

It Takes a Region to Raise an Artist research is first in-depth survey of East Midlands visual arts ecology & economy.

2006 - ACE published Turning Point report. In **2008** CVAN EM was established

Public arts funding has since changed (ACE & local government) & prospects for establishing professional arts practice seem more uncertain

Pressing need to assessing the current state of the sector & practitioners' needs

CVAN EM and CAMEo asked:

- how does the region support talent;
- what are the gaps & barriers to talent & economic development;
- what are the ambitions of the region's workforce;
- what resources are needed to meet these ambitions?

Project background

Research was a 10-month CEEF Midlands4Cities DTP funded by AHRC

Undertaken by CAMEo at the University of Leicester, in partnership with CVAN EM

Project team comprised:

- **Dr Antoinette Burchill** - Creative Economy Research Fellow, lead researcher, CAMEo
- **Professor Mark Banks** - Director, CAMEo
- **Elizabeth Hawley-Lingham** - Director, CVAN EM
- **Christina Williams** - Research Assistant, CAMEo
- **Dr Stefano De Sabbata** - Lecturer in Quantitative Geography, University of Leicester)

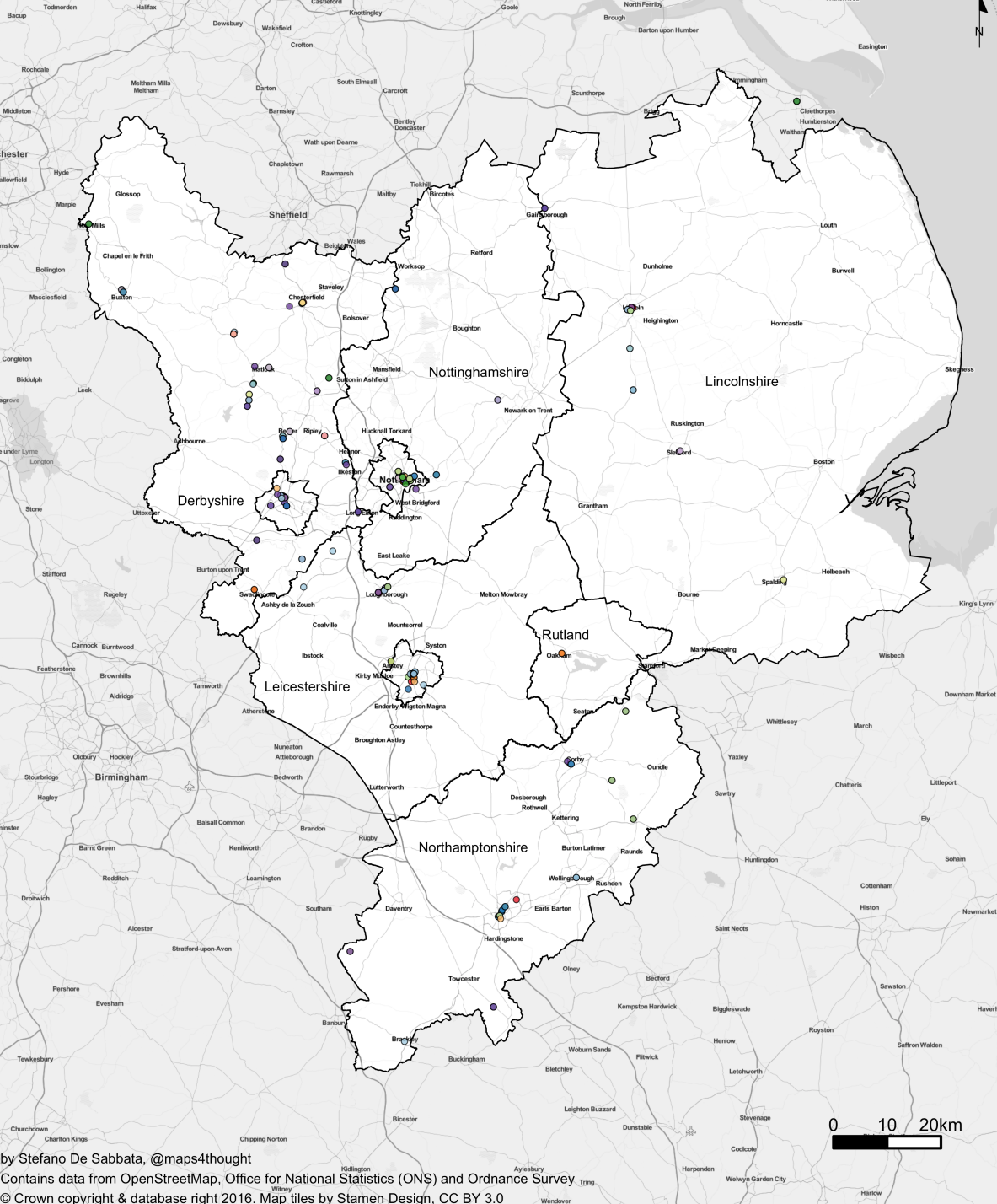
Research methodology comprised:

1. A mapping of regional provision
2. A survey of the Workforce ([data on demographic, employment, artform, art practice, gaps, barriers, ambitions, practical support needed](#))
3. Interviews with 15 individuals ([range re. geography, programme, remit](#))

Activity Map East Midlands

The maps are available to download at:

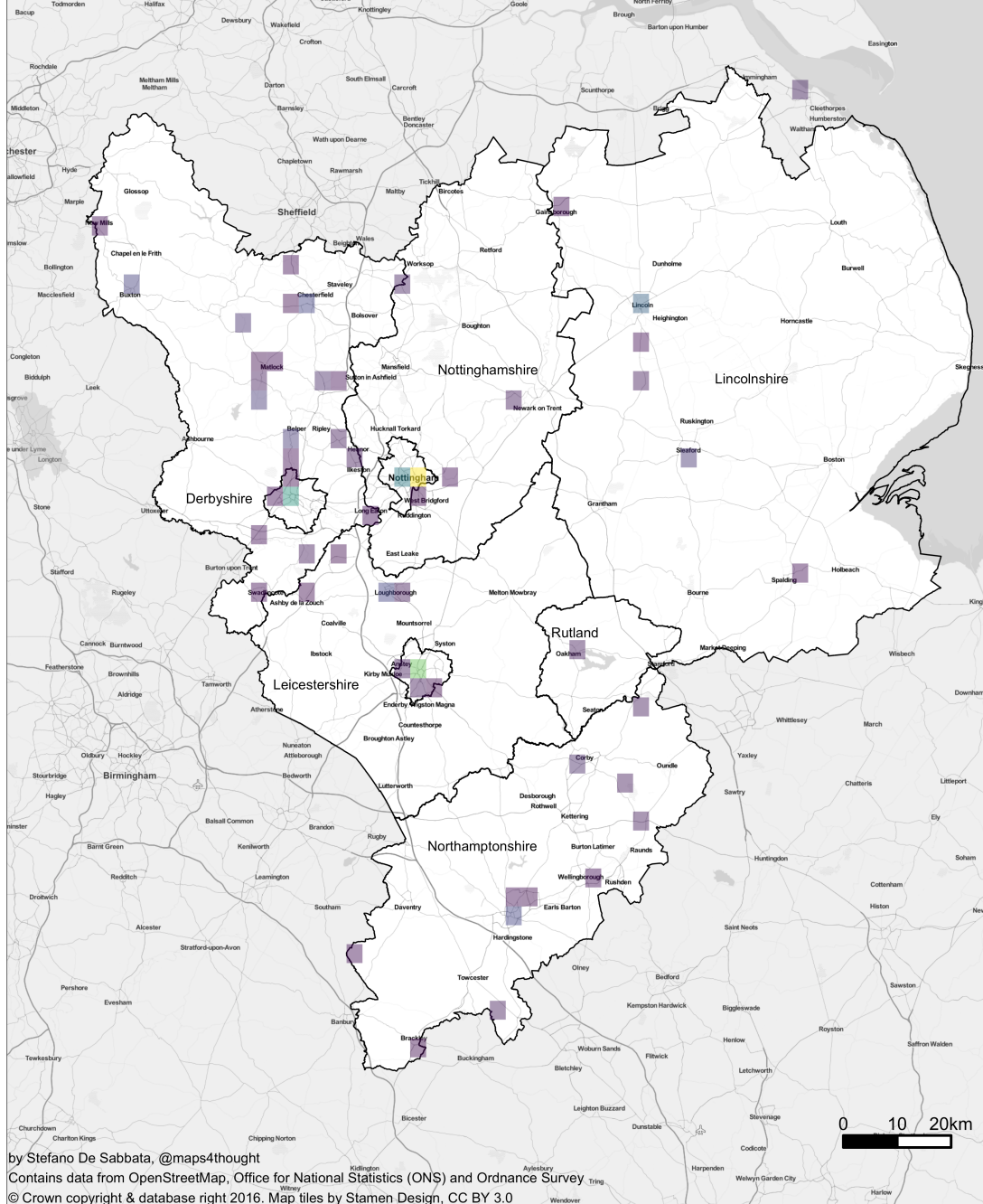
<https://doi.org/10.25392/leicester.data.9786113>



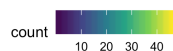
Activity

- | | | | |
|------------------|---------------------------|------------------------------|--------------------|
| Art Gallery | Arts Festival | Higher Education Institution | Participatory Arts |
| Artist Studios | Digital resource | Museum | Workshop |
| Arts development | Further Education College | Network | |

Density Map East Midlands



Maps by Dr Stefano De Sabbata, @maps4thought Contains data from OpenStreetMap, Office for National Statistics (ONS) and Ordnance Survey © Crown copyright & database right 2016. Map tiles by Stamen Design, CC BY 3.0



Online Survey Responses	
Derby	34
Derbyshire	39
Leicester	59
Leicestershire	65
Lincoln	21
Lincolnshire	31
Northampton	18
Northamptonshire	29
Nottingham	74
Nottinghamshire	24
Rutland	5
Total	399

Key findings

- 399 respondents met the inclusion criteria of: a) professional (not self- defining as amateur); b) living/working within the East Midlands; & c) self-identifying as a member of the visual arts community

The majority of respondents:

- 50% were aged 35-54
 - 66% were female
 - 74% came from white ethnic backgrounds
 - 91% identify as professional: local, regional, national, international.
- 41 students

Key findings

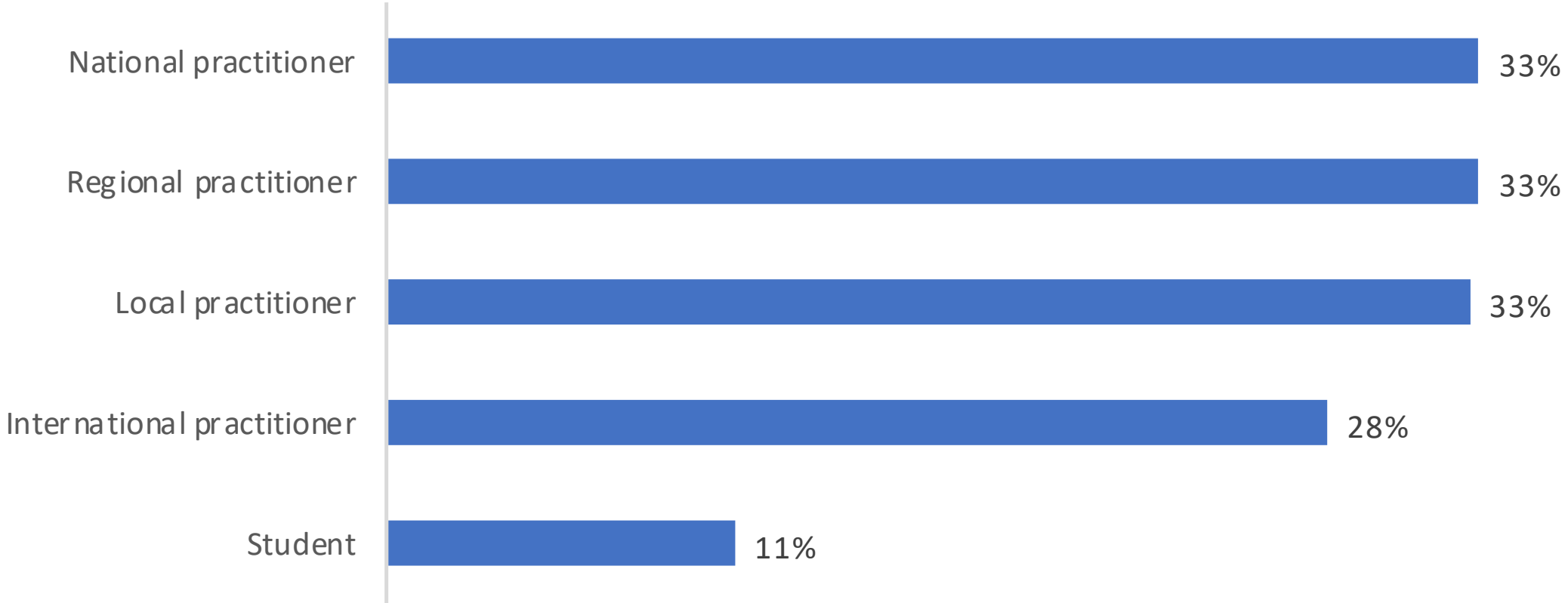
The majority of respondents:

- have received a formal arts education (48% to postgraduate level);
- Have been working professionally for between 6-20 years;
- mainly work as sole practitioners or freelancers;
- earn less than £10,000 per annum from their practice (63%), or less than £15,000;
- 55% work part-time on their practice; 49% have at least one other job. 25% earn entire income from their practice;
- 68% identify fine art as principal discipline;
- are motivated by: personal development > professional development > earning an income.

Region

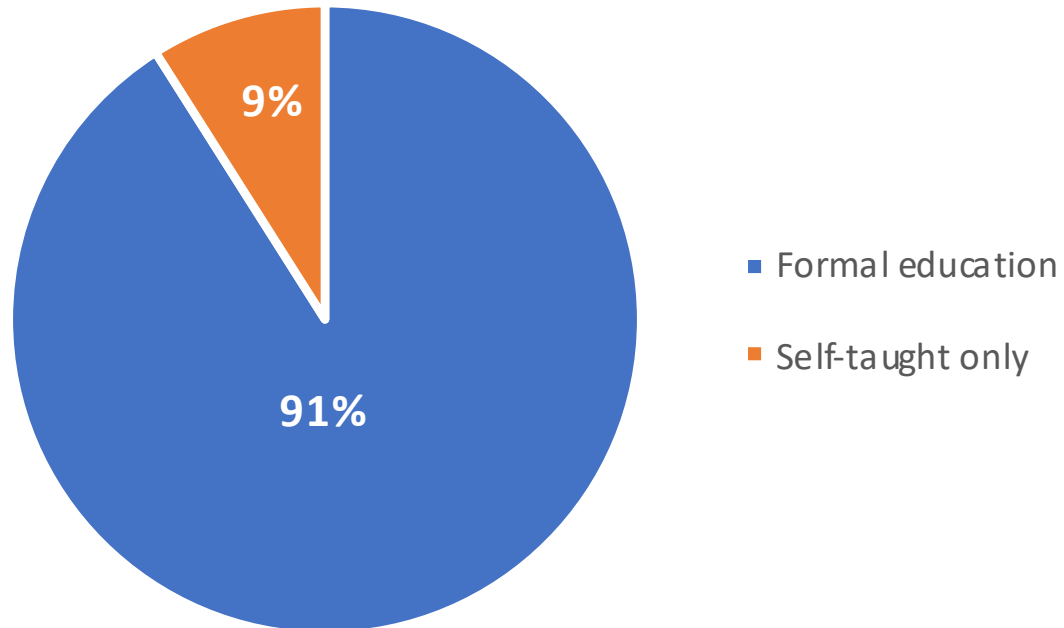
Art Practice Level [391 Respondents]

Respondents could choose more than one option.



Region

Education [377 Respondents]



Self-taught 38%

Formal art education 78%

Foundation 52%

Undergraduate 81%

Postgraduate 65%

Other 23%

Key findings

Most respondents expressed specific & realistic ambitions:

- opportunities to further extend & develop their practice;
- make new, bigger or more experimental works;
- their practice to become financially sustainable;
- opportunities to exhibit, undertake commissions, events or residencies.

Key findings

The gaps or barriers preventing practitioners from meeting their artistic were:

Gaps

1. Enough time
2. Knowing how to write funding bids
3. Funding, money
4. Exhibition opportunities
5. Affordable studio space

Barriers

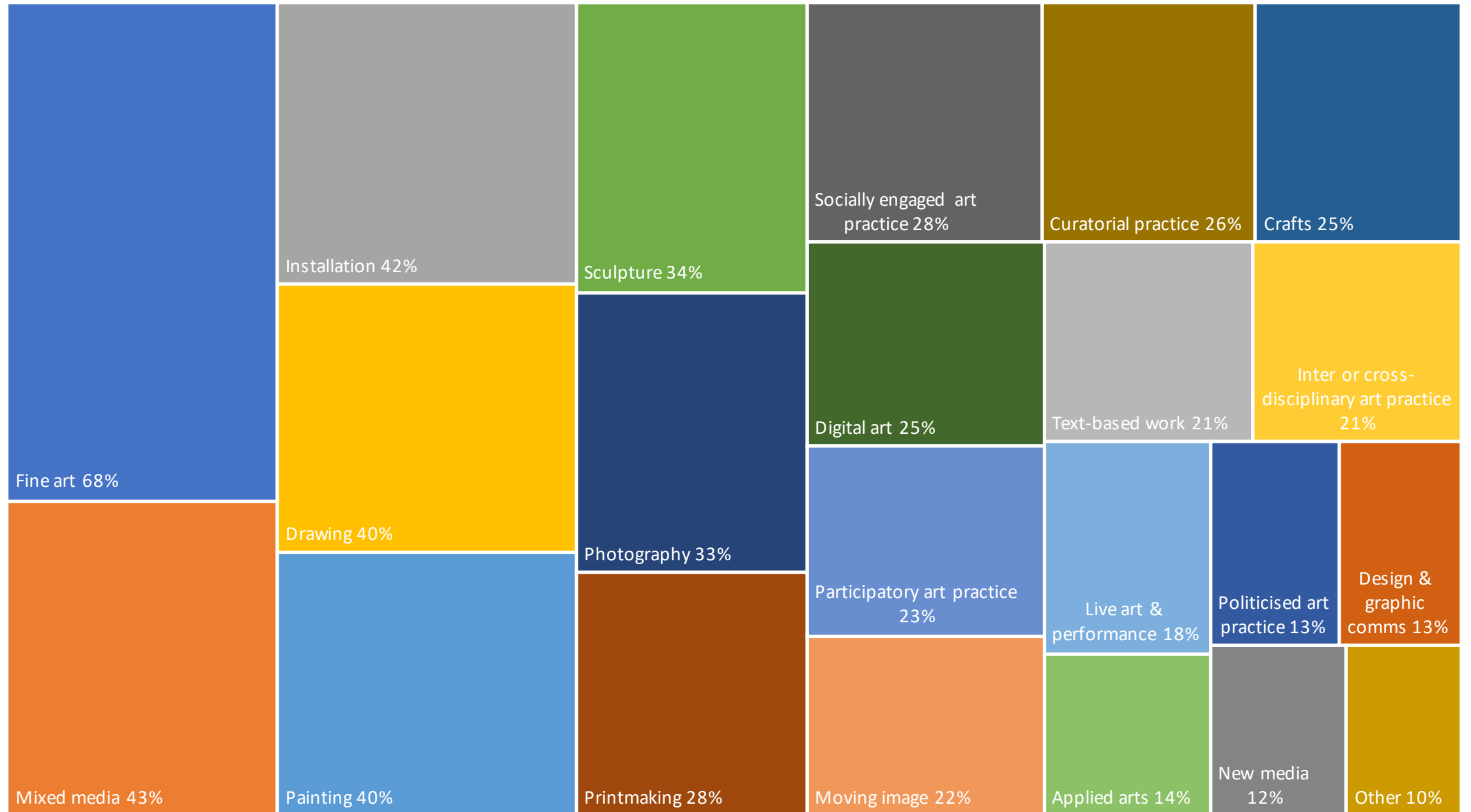
1. Self-confidence
2. Ability to network
3. Ability to apply for opportunities
4. Childcare
5. Disability
6. Age
7. Geography

Key findings

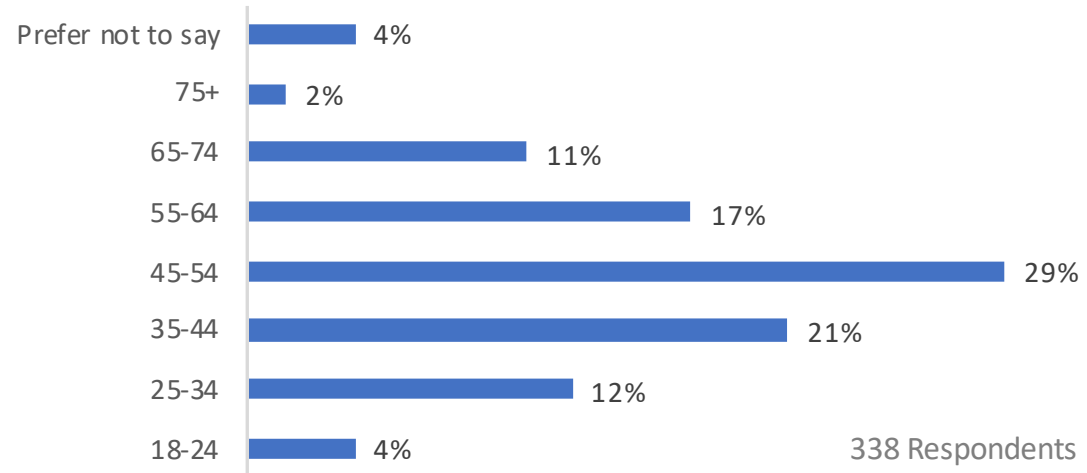
Respondents need:

- stable & sustainable incomes;
- funding & help to gain funding;
- more opportunities;
- time to develop new work;
- advice & business development support;
- opportunities to meet & connect other practitioners (Respondents aged 35-54 are relatively well networked, skilled & resourceful in finding support & resources but 18-34s are less well networked & felt less supported).

Artforms [368 Respondents]

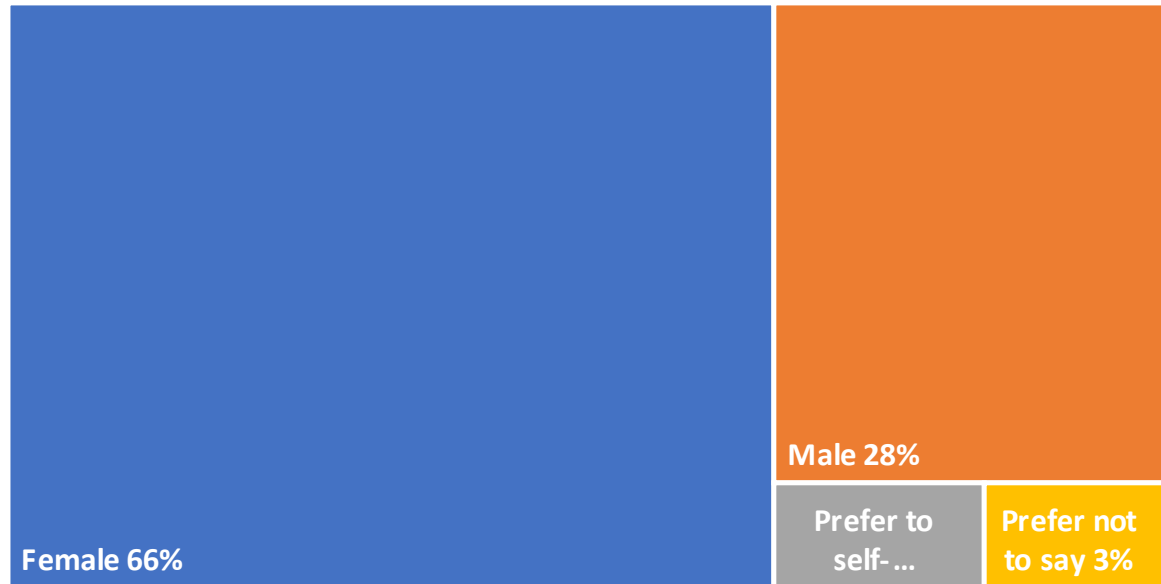


Age

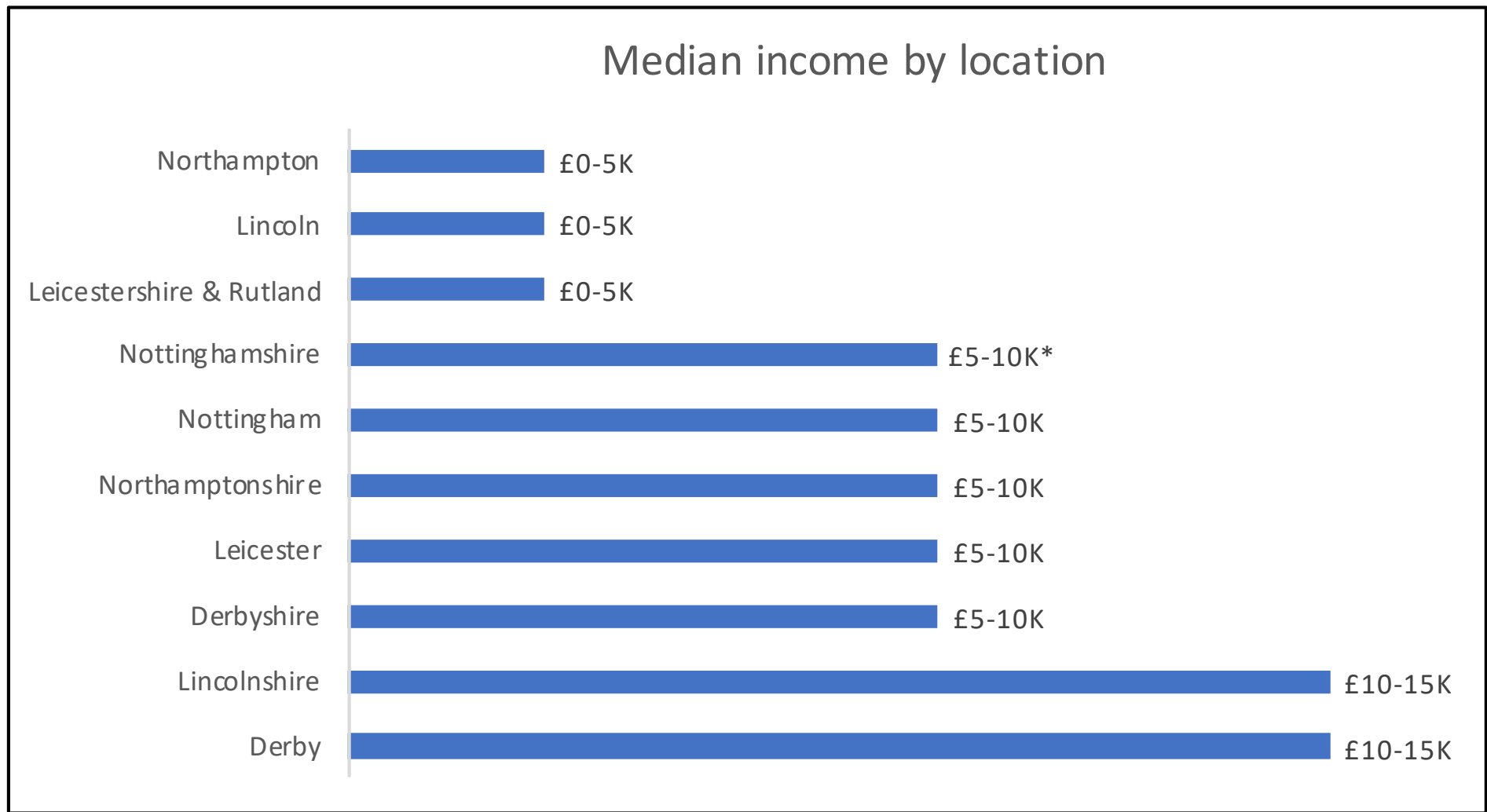


Age of respondents

Gender [358 Respondents]



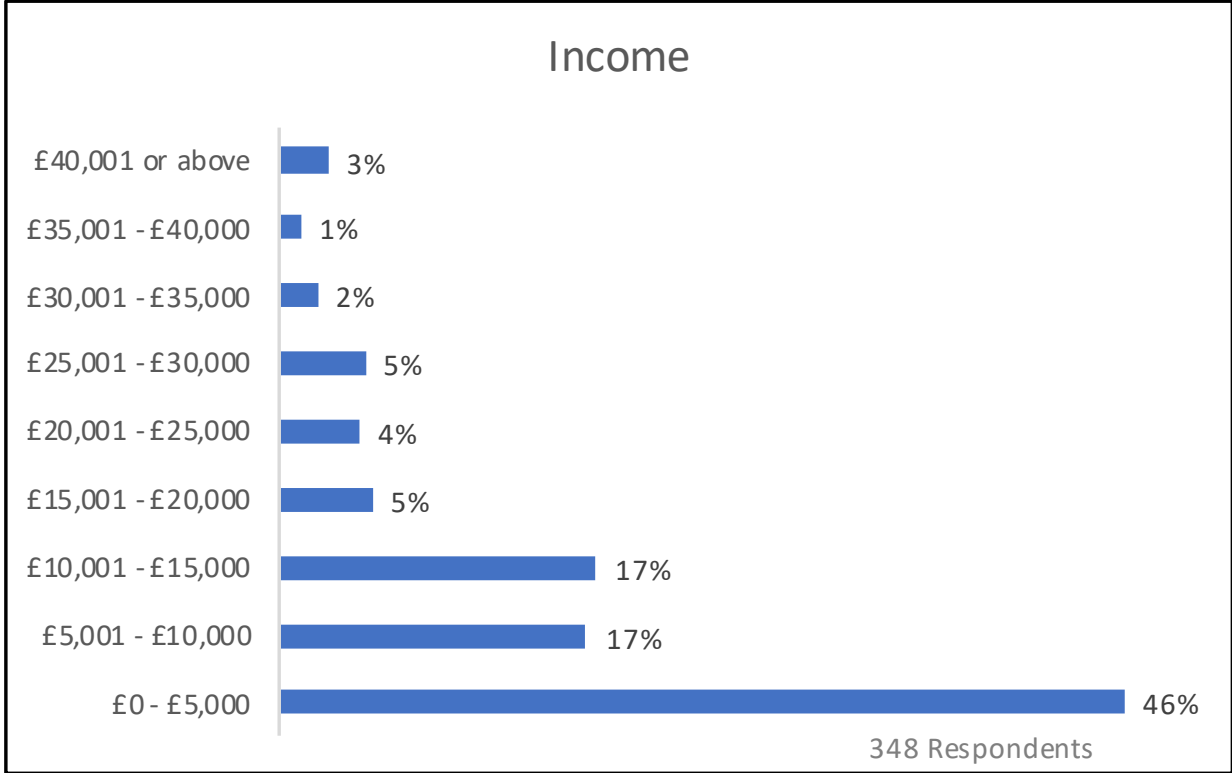
Gender of respondents



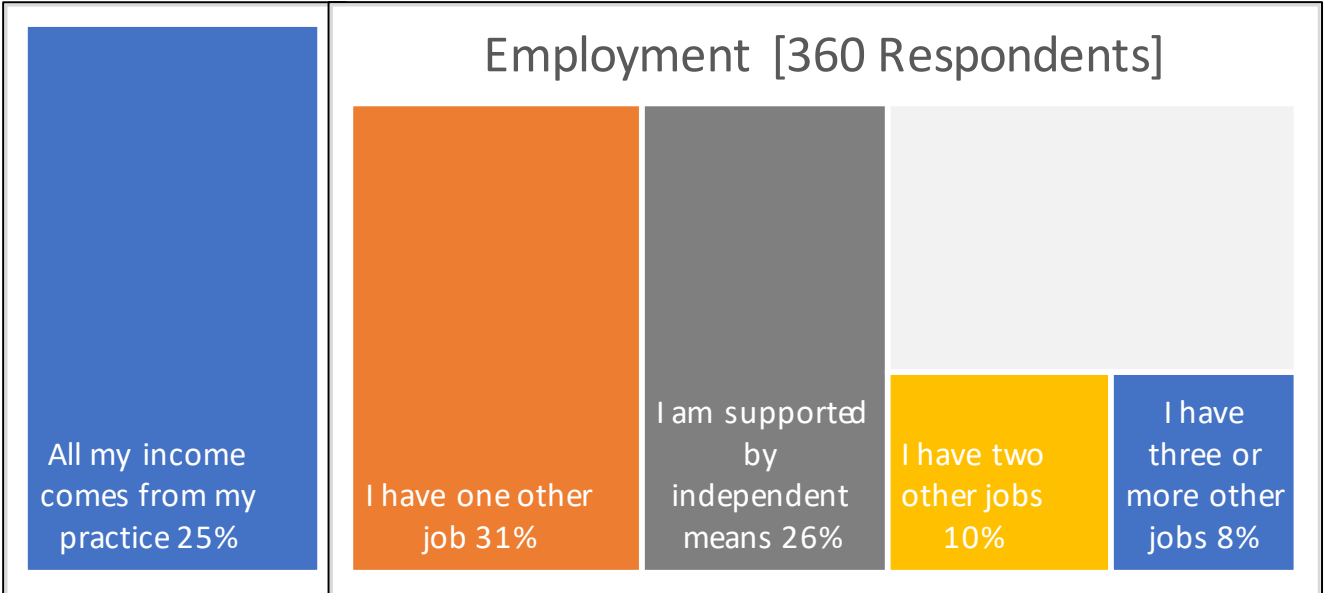
Income range for Derbyshire practitioners: £0 - £30,000

70% earn less than £10,000 from their work in the visual arts sector.

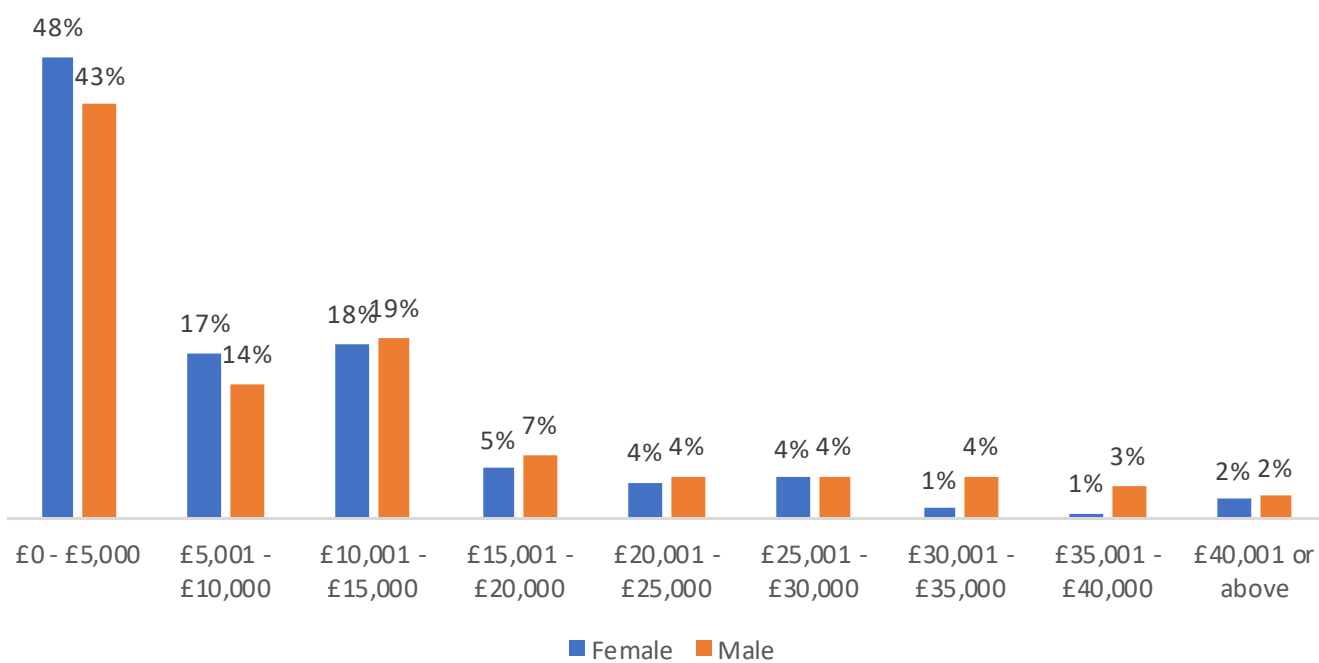
Income earned from art practice



Art practice & additional employment

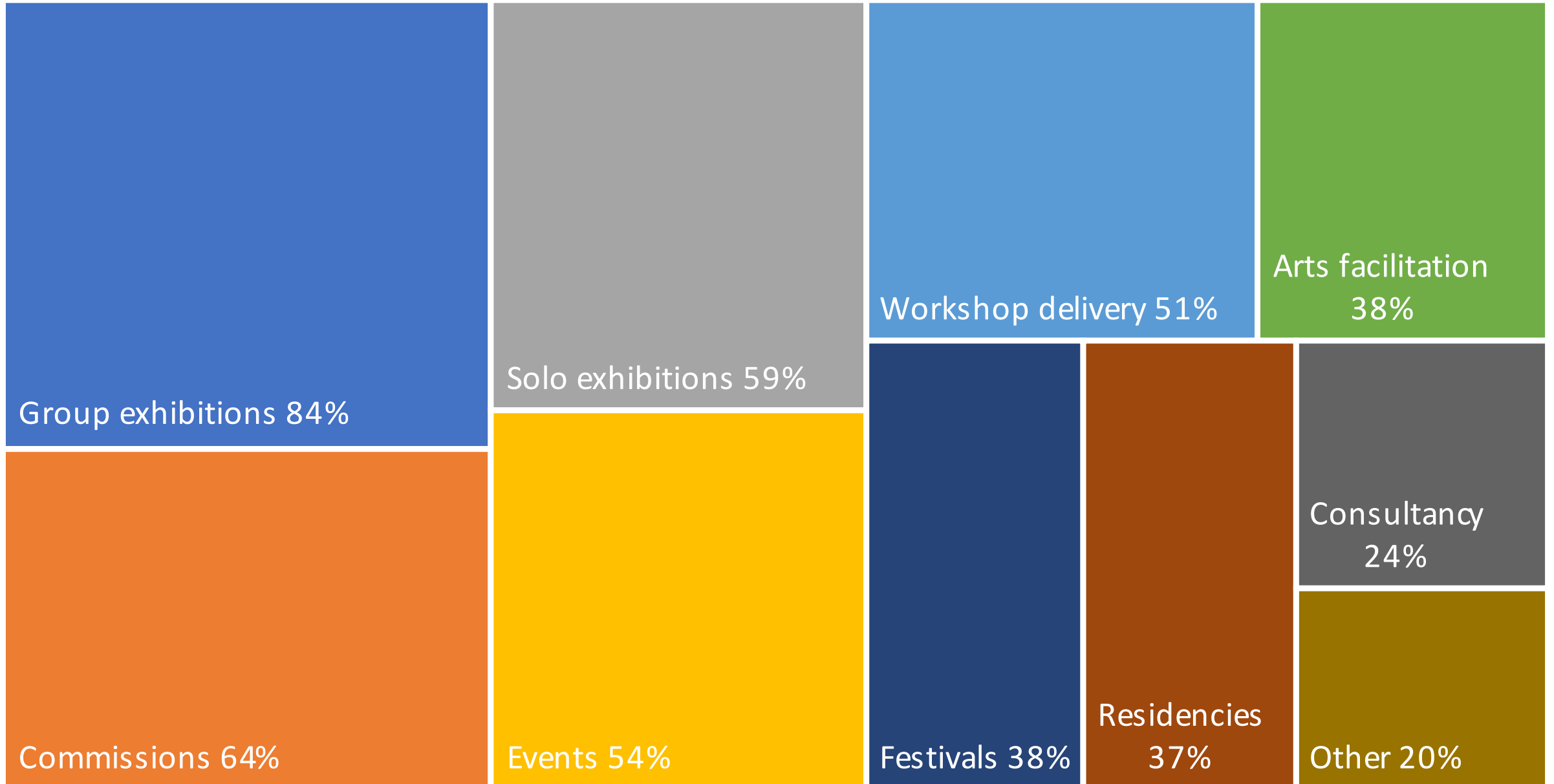


Income by gender [307 Respondents]



66% women earn less than £10k
56% men earn less than £10k

Professional Activities [370 Respondents]



Recommendations

Address leaks in the 'talent pipeline':

- conduct further research into & with the 18-34 age group: who are they, where are they; what is their HEI experience, & what do they need to realise their ambitions?
- design new projects & opportunities to develop career pathways specifically for 18-34s;
- consider practitioners beyond this age group who graduated as mature students & who are now newly emerging artists.

Recommendations

Address the gender pay gap within the visual arts sector:

- raise awareness of low pay & gender pay gap with strategic partners in East Midlands;
- consider how to support women returning to art practices after maternity leave, & practitioners with significant caring responsibilities;
- CVAN EM & CAMEo to consider developing further research on gender and pay to clarify these initial findings.

Recommendations

Address the region's relationship to arts funding:

- investigate what relevant, useful or new funding models might support the East Midlands & its practitioners;
- CVAN EM to explore whether the spirit of *It Takes A Region To Raise An Artist* can translate into shared & supportive models of project development & fundraising e.g. collaborative bidding, reciprocal support and exchange, cross-regional activity, intergenerational projects &/or commissions.

Recommendations

Address the lack of a coherent visual arts communication ‘voice’:

- CVAN EM to continue to build its communications strategy & network;
- CVAN EM to continue to market its benefits to the sector, encouraging practitioners to sign up to receive the newsletter to hear directly about forthcoming events, projects & opportunities;
- CVAN EM to investigate, with the visual arts community, how we speak **to, with** & **about** the sector, & develop a regional arts narrative.

Recommendations

Address the inequalities of visual arts provision in the East Midlands:

- develop other forms of mapping & data visualisation to support further analysis of the distribution of arts activity across the region;
- CVAN EM to use activity & density maps to inform future networking and engagement.