

# Creative Case NORTH Dialogues

## Creative Case NORTH 2014-15

**Creative Case NORTH** is the third phase of sector-led activity exploring the Creative Case for Diversity within a North Area context.

The current programme of activity has developed from the ambition amongst **Creative Case NORTH** Consortium Partners to capitalise on the energy and momentum that investment to date has enabled, and continue developing the growing sense of community around the Creative Case for Diversity within the North Area.

Information about previous Creative Case activity in the North Area is provided on pages 8-9.

The core programme of activity is:

**Creative Case NORTH Dialogues:** November 2014 – March 2015

Financial honorariums facilitating practical peer to peer sessions relating to National Portfolio

Organisation and Major Partner Museum 2015-18

Business Planning activity, encouraging dynamic

sharing of knowledge, building of confidence, and exploration of potential partnerships.

### **Creative Case NORTH Explorations (Residencies):**

February – March 2015

6 partnerships pairings, providing time and space to undertake mutual exploration and shared enquiry of partnership practice within the context of the Creative Case for Diversity, bringing together partners across art form/museum, spectrum of scale, and level of experience.

### **Creative Case NORTH Gatherings: March 2015**

2 North Area events to share learning from Creative Case NORTH Dialogues and Explorations, and explore ambitions for next steps in the North Area through a Long Table discussion.

**Creative Case NORTH Partners:** ARC Stockton, Artlink, BALTIC Centre for Contemporary Art, Contact Theatre, GemArts, STAY, ZENDEH.

**Creative Case NORTH Critical Friends:** Open Clasp, Prism Arts, Tyne & Wear Archive & Museums.

# Creative Case NORTH Dialogues

**Creative Case NORTH** Dialogues are open to all National Portfolio Organisations and Major Partner Museums in the 2015-18 investment round. Up to 20 honorariums of £150 each are available as resource to facilitate practical peer to peer sessions.

The aim of the programme is to encourage and support dynamic sharing of knowledge, to further develop organisation and sector confidence around the Creative Case for Diversity.

At the heart of the programme is, through one to one accountability, deeper sector led engagement of empathy, generosity and progressive thinking; to be able to share, communicate, reflect and invest in one another's' creativity, diversity and equality. With this in mind, we encourage the coming together of organisations from different art form, scale, sub-region and experience.

## **Type of activity & eligible costs**

We anticipate Dialogues taking the form of meetings, conversations or facilitated discussions, and honorariums may be used towards the following types of costs, with scope for additional resource to support access if required:

- Travel
- Meeting room hire
- Refreshments
- Contribution to core staff time
- Freelance fees

## **Timeline**

Applications for **Creative Case NORTH** Dialogues can be submitted on a **rolling basis between 17 November 2014 and 13 March 2015**. The key stages of the process will be:

1. Dialogue applicant submits online form outlining proposed activity;
2. Creative Case NORTH notifies applicant of outcome within 5 working days and issue letter of agreement if successful;

3. Dialogue applicant submits feedback and invoice within 10 working days of activity taking place;
4. Creative Case NORTH release payment of Honorarium within 15 working days of receiving feedback and invoice.

## How to apply

To apply for a Creative Case NORTH Dialogue Honorarium please submit the following information via [this online form](#):

- **Who will be involved in your Dialogue?** Please provide names of individuals/ organisations;
- **What is your identified focus of conversation and what do you hope to achieve from your Dialogue?**
- **When will your Dialogue take place?** If you don't have an exact date please give timeframe in which it will take place;
- **Where will your Dialogue take place?**

- **Please provide a date by which you will submit feedback on your Dialogue.** This must be no more than 10 working days following your meeting;
- **How will you utilise the £150 honorarium?** If you require additional resource for accessibility please provide details of required services/support and cost.

Please note:

- Honorarium payments can only be made on submission of activity feedback and will be processed within 15 working days. An indication of expected payment date will be given on issued Letters of Agreement;
- Dialogues must be completed and feedback returned by Friday 27 March 2015.

## **Monitoring & Feedback**

In order to monitor the reach and impact of Creative Case NORTH Dialogues we will gather monitoring information at the application stage, and Dialogue

partners will be required to submit feedback online following their activity.

The online feedback form will ask the following questions. We ask that time is allocated within your Dialogue activity for joint reflection on these questions so that responses reflect the experience of all involved:

- What were the key themes/areas of your Dialogue activity?
- What aspects of the Dialogue intrigued or excited those involved?
- What are the key insights from your activity?
- How did the Dialogue challenge or affirm the way those involved work?
- What action has the activity inspired partners to take?

# About Creative Case NORTH

**Creative Case NORTH** is the third phase of sector-led activity exploring the Creative Case for Diversity within a North Area context.

Initial activity took place in Yorkshire, North West and North East in **2012-13**, encompassing events ranging from artist provocations, workshops and open space discussions, to presentation of innovative artistic work, and strategic research and development. Reflections were of a positive journey, from initial feelings of nervousness, fear and even frustration ('are we still talking about this?'), to one of excitement and hope that momentum was being created and could be maintained. There was a common feeling that a 'tipping point' may have been reached that involved a shift in ownership of the issues and opportunities of the Creative Case – from an Arts Council-led agenda, to one more owned by the sector.

**Creative Case NORTH 2013-14** was programmed and managed by a North Area sector-led Consortium. The programme facilitated continued exploration of



the Creative Case, with a focus on partnership models between creators and facilitators of artistic, cultural and participatory practice, and the range of spaces in which they make and share work with the public.

Events brought together National Portfolio Organisations (NPO), Major Partner Museums (MPM), arts organisations, freelance artists, and a range of strategic partners to share exemplars of best practice in partnership working, and mutually explore one another's practice through shared enquiry. **Creative Case NORTH** Residencies seeded 4 partnerships, demonstrating tangible exploration of the Creative Case and laying down foundations for future collaboration and longer term plans.

Delegate feedback indicated a growing desire and willingness within the arts and cultural sector to action change around the Creative Case for Diversity, with delegates pledging actions themed around conversations, partnerships, programming and commissioning.

# The Creative Case for Diversity

The Creative Case is the Arts Council's approach to diversity and equality, setting out how diversity and equality can enrich the arts for artists, audiences and our wider society. Through the Creative Case the Arts Council is inviting the arts sector to engage with a new and different approach to diversity and equality in the arts.

By diversity we mean the multitude of ethnicities, faiths and socio-economic classes that make up modern England. This concept of diversity includes disabled people, older people and people of all sexual orientations. The geography of diversity spans England's regions, from the most rural to the inner city.

Our national diversity offers new opportunities for collaboration, from creative partnerships to sources of revenue. This arts-driven concept of diversity as opportunity represents a shift in perspective, from regarding diversity as a prescriptive aspect of equality legislation to understanding its creative

potential and the ways in which it can promote long-term organisational resilience.

In moving away from a 'deficit' and 'problematizing' approach to diversity, the Arts Council wishes to encourage those they fund and partner to be responsible for creating the conditions on the ground for further equality in the arts. Diversity is an integral part of the artistic process, an important element in the dynamic that drives art forward, innovates it and brings it closer to a profound dialogue with contemporary society.

The Creative Case recognises that art placed in the margins through structural barriers and antiquated and exclusive approaches has to be brought to the centre of our culture and valued accordingly. The three interlocking progressions of Creative Case are:

### **Equality**

There has to be a continued drive for equality to remove barriers in the arts world, releasing and realising potential and helping to transform the arts so that they truly reflect the reality of the diverse

country that we have become but still do not fully recognise.

## **Recognition**

There has to be a new conversation that attempts through various means to re-situate diverse artists, both historically and theoretically, at the centre of British art – whether that is the performing arts, the visual arts, combined arts, music, literature or film.

## **A new vision**

We need a new framework for viewing diversity, one that takes it out of a negative or ‘deficit’ model and places it in an artistic context. Diversity becomes not an optional extra but part of the fabric of our discussions and decisions about how we encourage an energetic, relevant, fearless and challenging artistic culture in England and the wider world.

For full information published by Arts Council England around the Creative Case for Diversity visit:  
<http://disabilityarts.creativecase.org.uk/>