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VISION:

Art, artists and communities innovating in Great Yarmouth and changing the world for the better.

MISSION:

Embedded in our community we develop cultural capacity, forging enabling environments through artist-led activity for and with the people of Great Yarmouth. We unlock creative opportunities for everyone to thrive through taking part in sustainable and pioneering great art.

CHARITY'S OBJECTS:

To promote and encourage public participation in and appreciation of the arts in Great Yarmouth and the surrounding area in particular but not exclusively by the production of public art projects, events and workshops.

HOW WE WORK:

- **Place-based**

We ensure that everything we do has a relevance to Great Yarmouth whilst retaining ambition and operating within a far-reaching network. This ensures that it has meaning for those who live here whilst placing Great Yarmouth on the map in terms of contemporary art provision, and adding value, interest and experience for visitors.

- **Artist-led**

An artist-led approach ensures an independence that enables artists to deliver their work to the highest quality, resulting in radical new ideas that help progress cultural conversations and ensure national and international relevance.

- **Collaborative**

We work with other arts organisations (local, regional, national and international), community support groups and schools to expand our capacity and offer as many people as possible the chance to create.

- **Sustainable and Sustainist**

Working in meanwhile spaces and with existing resources within the Borough is a resourceful and efficient approach that reduces carbon consumption. We also work with a network of arts organisations to recycle and reuse top quality exhibition furniture and materials, supporting a broader network.

- **Fair, Inclusive and Equitable**

- Our specific place-based approach seeks to employ local artists and suppliers where possible and ensure that any financial investments and professional opportunities are distributed across a diverse cultural ecology with a priority on paying artists and individuals fairly for their time and ideas.

- **“Fusion not competition”**

We are committed to cultural leadership by example, harnessing our many years of experience working and navigating the sector, employing an active ‘yes and...’ approach that enables and supports early career artists and arts workers to develop into community leaders of the future and inform our own relevance and organisational growth.

SOME OF OUR OUTCOMES:

- **Developing Cultural Capacity and Infrastructure**

The provision of studios, offer of continued professional development, collaboration with networks across the region, and curation of a critically-engaged contemporary art programme, results in the growth of a critical mass and network linked to Great Yarmouth, raising its profile as a serious cultural producer.

- **Building Cultural Capital**

Creating objects and experiences that gives local communities better understanding of, and pride in, the place they live, enhancing the visitor experience to Great Yarmouth and changing pre-conceptions.

- **Growing Communities**

We co-create with local community groups in long-termist ways that build meaning and relationships, building strong bonds that last.

- **Shifting Values**

Our environmentally responsible approach and focus on the spending of time on building a greater understanding of the world through engagement with contemporary art rather than spending money on the short-term gratification that consumerism and 'retail therapy' provides, moves towards a more compassionate and responsible way of living that contributes to positive community-growth for a more sustainable future.

- **Voice and Advocacy**

We utilise our experience, ambition and reputation to champion the role and value of independent artists and the arts to contribute to the positive development of the cultural life and society of Great Yarmouth.