

HOW?

Commitments

- The **community** is at the heart of everything we do
- We programme **with** the community and we support and involve local artists
- We work **in partnership** with others – we cannot do this alone
- We learn and share best practice with others, looking locally and nationally for other models
- We are authentic, honest and open and use plain English
- We support **artistic excellence**, and quality of engagement
- We do a few things well focusing on quality over quantity
- We make a difference **through** the use of arts and culture and share that evidence widely

Investments & resources

- Ideas Test team
- Consortium
- Multi-sector delivery partners
- Support and learning from CPP network
- Volunteer time
- Communications and systems
- Funding
- Sponsorship and donors

WHO?

The people who matter

- Local people
- Our target participants
 - 14-25
 - families
 - 55+
- Artists (professional, amateur and emerging)
- Partner organisations
- Ideas Test ñ delivery team
- Local businesses
- Local media
- Funders
- Local authorities and strategic partners

WHAT?

Activity

- Out of the Ordinary co-commissions
- Youth led strand
- Workshops and programmes 55+
- Families offer
- Festivals and performances
- Skills development and information sharing
- Work commissioned from Ideas Test by other organisations

WHY?

The difference we make

- Local people feel more connected to the area and are proud to be part of Swale & Medway
- Different groups in the community interact more and have a better understanding of each other
- New audiences engage in the arts
- Participants develop their skills and feel inspired and confident to make more art
- Inspire champions and advocates to share the story with their communities and businesses
- New and stronger networks which support the local arts and culture ecology
- More creative opportunities within local organisations and businesses
- Partner organisations meet their own aims and increase their credibility
- Local businesses, external partners and funders choose to invest in arts projects in Swale & Medway
- Communities feel ownership and confidence to engage in art
- Local people are more willing to try new things
- Creatives develop their skills and deliver ambitious, high quality projects
- Ideas Test develop a sustainable business model
- Funders, partners and local businesses value arts and culture and are aware of the difference made

Our vision

- Stronger community cohesion
- Local communities have a voice and are united in their ownership of what happens in Swale & Medway
- Art that is accessible for everyone
- Better life for local communities
- Local pride and putting Swale & Medway on the map
- Celebrating the full colour and flavour of Swale & Medway
- Creating new infrastructure in Swale & Medway / Strong partnerships and networks / Sustainable relationships in the local area

HOW?

WHO?

WHAT?

WHY?

Commitments

- Putting the community at the heart of what we do and working in genuine partnership.
- Maintaining our own authentic story, and prioritising quality above quantity.

Investments & resources

With an investment of >£1m and the expertise and resources of the team and our partners.

The people who matter

Work WITH and FOR local people, WITH partners and business, BY Ideas Test and artists, ENABLED by funders and local government.

Activity

Out of the Ordinary co-commissions

Youth led strand

Workshops and programmes 55+

Families offer

Festivals and performances

Skills development and information sharing

Work commissioned from Ideas Test by other organisations

The difference we make

- People feel more connected and proud to belong to Swale & Medway.
- More people engage in and are inspired by art
- Participants and creatives develop skills, confidence and knowledge
- Good practice is shared, and the Ideas Test approach is valued
- Networks and ambassadors better support the arts ecology and inform programming
- Partners and business are more creative, effective and likely to invest.

Our vision

Ideas Test works to create a vibrant arts ecology in Swale and Medway that involves the full diversity of local communities and brings new opportunities to celebrate the area