

Arts Council of Northern Ireland
CORPORATE PLAN 2007-10

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The four themes of the Arts Council's three year Corporate Plan reflect the themes identified in its five year arts strategy. The Corporate Plan sets out the Council's main objectives for the period ahead and the measures, or key performance indicators, by which the achievement of those objectives will be assessed. The Council will also produce annual Business Plans which will lay out in more detail the set of actions which will be undertaken each year and which will contribute towards achieving the objectives of the Corporate Plan.

Theme 1

ART AT THE HEART – PROMOTING THE VALUE OF THE ARTS

This theme describes our objectives to place the arts at the heart of society.

Objective	Key Performance Indicators
<p>1.1 To improve recognition of the contribution artists and arts organisations make to society</p>	<ul style="list-style-type: none"> • A measured improvement in public attitudes towards the value of the arts to society and the individual • Increase the number of artists showcasing their work • Increase the number of column inches dedicated to the work of artists and arts organisations
<p>1.2 To influence government regarding the contribution the arts make to the achievement of a range of policy objectives</p>	<ul style="list-style-type: none"> • Increase the level of income organisations generate from government departments as a percentage of overall income • Increase the number of references made to the arts and cultural activity in departmental Public Service Agreement targets and overarching departmental strategies • Monitor the number of parliamentary questions regarding the arts in Northern Ireland • Increase the number of programme/project partnerships with other government departments and agencies

Objective	Key Performance Indicators
<p>1.3 To gain broad acceptance of the need for increased funding for the arts in Northern Ireland</p>	<ul style="list-style-type: none"> • Inclusion of the Arts Council’s bid for increased arts funding in the Department of Culture, Arts and Leisure’s Comprehensive Spending Review submission to the Department of Finance and Personnel • Increase the public approval rating of public funding for arts and culture
<p>1.4 To achieve international recognition for the arts from Northern Ireland</p>	<ul style="list-style-type: none"> • Increase the number of performances by touring organisations outside the UK • Increase the number of artists availing of international showcasing opportunities • Increase the number of Arts Council–led projects involving partnerships with organisations/ institutions outside the UK

Theme 2

STRENGTHENING THE ARTS

This theme describes our objectives for supporting artists, arts organisations and the physical arts infrastructure.

Objective	Key Performance Indicators
<p>2.1 To improve the well-being of individual artists</p>	<ul style="list-style-type: none"> • Increase the percentage of artists employed full-time in the arts • Increase the number of artists accessing dedicated workspace • Increase the percentage of income generated from arts-related activity • Increase the number of new artists accessing grant aid
<p>2.2 To strengthen and develop arts organisations</p>	<ul style="list-style-type: none"> • Increase the level of reserves held by arts organisations • Increase the financial leverage generated by funded organisations • Increase the number of governance programmes attended by board members • Increase the number of arts organisations supported by umbrella/resource organisations • Increase the number of people employed by funded organisations
<p>2.3 To strengthen and develop the arts infrastructure</p>	<ul style="list-style-type: none"> • Increase the number of executive staff of funded organisations availing of leadership and business skills training • Increase the number of artists supported by umbrella/resource organisations • Monitor number of completed infrastructure projects

Theme 3

GROWING AUDIENCES

This theme describes our objectives for encouraging people to engage with the arts.

Objective	Key Performance Indicators
3.1 To increase the diversity and number of people attending the arts	<ul style="list-style-type: none">• Increase the number of people attending an arts and cultural event• Increase the level of attendance of people living in disadvantaged areas• Increase the level of arts activity taking place in non-traditional settings
3.2 To increase the diversity and number of people participating in the arts	<ul style="list-style-type: none">• Increase the number of people participating in arts and cultural activity• Increase the number of activities targeted at ethnic minority groups• Increase the number of activities targeted at people with disabilities
3.3 To encourage more young people to experience the arts	<ul style="list-style-type: none">• Increase the percentage of young people (16-24) attending the arts• Increase the level of activity targeting children and young people

Theme 4

IMPROVING ORGANISATIONAL PERFORMANCE

This theme describes our objectives for improving Arts Council business processes and developing the organisation and its people.

Objective	Key Performance Indicators
<p>4.1 To become a more client focused organisation</p>	<ul style="list-style-type: none"> • Increase the overall level of client satisfaction
<p>4.2 To develop the structures and processes within the Arts Council to achieve its business objectives</p>	<ul style="list-style-type: none"> • Increase the level of client approval of the grant application process
<p>4.3 To develop our people in line with our business strategy</p>	<ul style="list-style-type: none"> • Achievement of a recognised mark of business excellence
<p>4.4 To strengthen governance and accountability within the Arts Council</p>	<ul style="list-style-type: none"> • Increase the number of executive staff and council members availing of leadership and governance training

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