

Turning Point Yorkshire & Humber A Strategy of the Visual Arts 2011-14

Turning Point is a national initiative, led by a network of regional groups who want to galvanise the visual arts sector nationally. It has started to drive regional leadership for the visual arts and encourage greater co-operation, collaboration and communication. There are areas of strength but we feel that a regional visual arts strategy will help our sector to become even stronger through the development and delivery of a shared vision.

The process for delivering Turning Point in the region has been through a volunteer Interim Steering Group, and through involvement by a wide range of individuals and organisations in a programme of activities and consultations. A Framework Report was produced by Beam in 2009, underpinning the development of the strategy, which was completed by ERS in 2010.

Our Overview explains what we want to achieve in the current economic climate, focussing on the importance of communication and information sharing, visibility and productivity, innovation and collaboration, knowledge and skills. The section goes on to detail who the strategy is for, from individual practitioners to the wide range of other professionals who engage with the visual arts. The Strategy is guided by a set of three principles that emphasise the key role of creativity and imagination, the interdependency of the sector and the national context.

Our Vision for the visual arts in Yorkshire and the Humber

- Yorkshire and the Humber will become a place where the visual arts thrive through our collective strength and collaboration, as well as the creative vision of individual artists. The visual arts will be accessible to meaningful participation and enjoyment by the diverse range of people who visit, live and work in our region.
- Visual arts practitioners will be attracted to our region because of its sense of place, wealth of inspiration and the range of resources for the development of skills, and for creativity, production, exhibition and critical debate. We will encourage and support risk and innovation.
- The visual arts sector in Yorkshire and the Humber will benefit from enhanced connectivity, learning and advocacy by working together to deliver shared ambition and priorities across sectors.

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Themes, Priorities and Outcomes

Four overarching themes have emerged in discussions, debates and consultations. Within each theme there are Priorities and these guide the approaches and activities to deliver the Vision. They are:

- Theme 1: The sector's diversity and relationships
 - Priority 1: stronger relationships between the visual arts and non-arts sectors
 - Priority 2: understanding our diversity and connecting to other regions
- Theme 2: Professional and creative development
 - Priority 1: developing a learning environment for the visual arts
 - Priority 2: resources for practitioners and organisations
- Theme 3: Collaborative planning and action
 - Priority 1: developing connections
 - Priority 2: creating opportunities through partnership
- Theme 4: Audience engagement
 - Priority 1: reaching our audiences
 - Priority 2: stimulating the commercial art market

Each theme also includes Outcomes, which articulate what success could look like for the visual arts in Yorkshire and the Humber.

Implementation and Adoption

This Strategy covers the period 2011-14 and describes how it will be delivered, summarising accountability, leadership and the strategic actions that should be taken. The success of the Strategy will depend on the commitment and participation of the sector itself, as well as the securing of appropriate resources.