

DEVELOPMENT STRATEGY 2009-10

ONGOING AIMS

ACTIVITIES

OBJECTIVES FOR CHANGE

NEW PROJECTS AND DEVELOPMENTS

TARGETS BY APRIL 2010

AIM 1.
Help offenders, secure patients & detainees lead more positive lives by motivating them to participate and achieve in the arts.

AWARDS

(a) Reach more offenders, patients & detainees.

(b) Better reflect their diversity.

(c) Increase our positive impact on their lives.

1. Arts Response Project to transform awards process, incl more diverse artforms.
2. New fast track for entrants under 18.
3. Work experience placements for offenders at Koestler Arts Centre.
4. Judging Development Project – higher profile and more diverse awards judges.
5. Student interns to write feedback to entrants.
6. More awards presentations in establishments.
7. More artists & writers to mentor more newly released offenders.
8. Involve offenders in curating of exhibition.
9. Events for families of Koestler entrants.
10. Offender Link project to respond to letters.

- 5,500 awards entries.
- All under 18s awarded by end Aug.
- 6 offender volunteers
- 8 high profile new judges.
- Feedback to 75% of entrants.
- 30 establishment visits.
- 10 new mentors, 20 new mentees
- Curation by HMPs Downview & Send.
- 20 family members attend.
- Link volunteer in post.

AIM 2.
Increase public awareness & understanding of arts by offenders, secure patients & detainees.

SALES

(d) Increase sales.

(e) Reach bigger and more diverse audiences.

(f) Showcase more non-visual arts and in more diverse settings.

11. New central venue for annual art sale.
12. Social enterprise as channel for sales.
13. PR strategy for annual exhibition.
14. Film of the exhibition.
15. Ambassadors Project to promote offender art to diverse new audiences.
16. Performances and readings during exhibition.
17. Community of Practice for art tutors from secure settings.
18. More offender art published and broadcast.
19. Co-operative Project exhibitions in Manchester and Scotland.
20. On-line showcasing

- Sales increase by 25%.
- Social enterprise launched.
- Coverage in national media.
- 10,000 visitors to exhibition.
- Film produced.
- 10 ambassadors recruited.
- 4 events held.
- 80 tutors attend seminars.
- Inclusion in 20 publications.
- 3 regional exhibitions.
- 50% increase in website traffic.

AIM 3.
Be a dynamic, responsive organisation which achieves excellent quality and value for money.

DEVELOPMENT

(g) Build sustainable support and funding for our work.

(h) Transform our systems and infrastructure.

21. Friends scheme and newsletter.
22. Supporters for Life plan for individual donors.
23. Data & Monitoring Development Project.
24. Independent evaluation of our impact.
25. Arts Alliance and other partnerships.
26. Savings Plan to reduce core costs.
27. Business Development Project for staffing, IT, health & safety and office systems.
28. Governance development.

- 150 friends recruited.
- 100% increase in individual donations.
- Data project launched.
- Evaluation commissioned.
- Reserves of 3 months costs.
- Business Plan targets met.
- Trustees more active & more diverse.

EFFICIENCY & QUALITY