Koestler Trust
arts by offenders

Summary of development strategy 2007-10

ONGOING AIMS	CORE ACTIVITIES	OBJECTIVES 2007-10	NEW PROJECT
1. Help offenders lead more positive lives by motivating them to participate in the arts.	**AWARDS**	1a. Maximise the impact on offenders' lives.	• Information pack and judges' feedback to all entrants, not just winners. • Staff and judges to visit prisons to present awards and give advice on arts. • More awards targeted at vulnerable offenders. • Arts mentoring scheme to support prisoners to continue arts activity after release.
		1b. Involve more offenders from more diverse backgrounds.	• Open the awards to offenders in the community, eg. on probation. • Open for entries more of the year; new channels for submitting work. • Outreach into prisons to identify the best arts practice and to encourage entries, especially from vulnerable offenders.
	SALES	1c. Increase sales of offenders' artworks.	• New retail products – eg, reproductions of artworks, cards, calendars, gifts. • New sales channels – eg. website and auctions.
2. Demonstrate the power of arts activity in the criminal justice system.	**EXHIBITION**	2a. Reach much wider audience.	• Touring exhibition of selected artworks to prisons and regional art galleries. • New gallery venue for annual London exhibition from 2008. • Outreach to bring offenders, families and communities to see exhibition. • New formats for publishing prose and poetry. Book about prison art. • PR and marketing strategy. • Friends scheme with newsletter and events. • Refurbishment of Koestler Arts Centre as a national resource.
		2b. Promote public understanding of arts in crim. justice.	• New exhibition design with fewer works and more explanation. • Programme of events at exhibitions – talks, readings, films, children's activities • On-line archive of offenders' art.
		2c. Gather evidence of effectiveness.	• Evaluation of all projects in partnerships with universities. • Feedback channels including questionnaires and a forum of offender-artists. • Monitoring systems, eg. for ethnicity and educational outcomes.

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