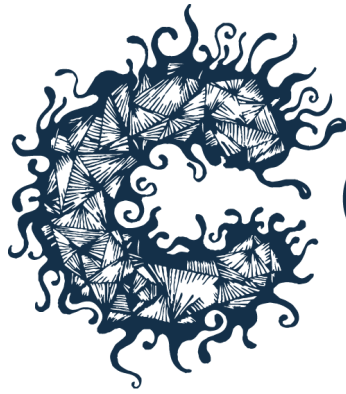


Tab 1



Culturapedia[®]

Accessibility and inclusion for audiences and artists

Introduction

Accessibility and inclusivity are important for creating a more inclusive society. Accessibility is about ensuring that systems are designed so that everyone can access them, while inclusivity is about ensuring that everyone has the opportunities and resources they need to participate.

We believe that everyone should have a fair share of cultural investment and services because we know that people have better lives through ready access and engaging in culture relevant to them. We do this by engaging people in community-focused curation, commissioning, and participation at home, online, or through shared experiences in welcoming, local, and accessible places.

We have developed a Lancashire cultural model by working for and with the people who live here. The effects are felt:

Locally

Where we make things happen, and develop audiences, appetite, opportunities and artists in Lancashire and the North West. We listen to the people who live here, and in keeping with the county's industrial heritage, it's where we create, test, evaluate and produce.

Nationally

We share learning with our partners across the UK and prove another, better way to work. We advocate for cultural equality and a fair and equitable spread of funding. We speak at conferences, create case studies, and mentor other cultural organisations.

Internationally

We are connected beyond the UK. We, tour artists, seek out partnerships and communicate and share ideas. It is a two-way street, and we import and export learning, artists and ideas.

Our Values

- We value working in equal partnership with partners, communities and artists. We strive to work with purpose, fairness and artistic integrity.
- Co-creation & Collaboration – We value working equally with partners, communities and artists to create the most impact.
- People – The people involved drive our work, not the art or the end product, and community-focused curation and participation is our aim.
- Experimentation – We believe in testing new ideas and methods, and we see there can be just as much value in an idea failing as there is succeeding. We have a robust methodology for planning and evaluating our projects.
- Cultural Equality – We work to ensure that everyone in Lancashire has access to a high-quality cultural offering

Programming Principles

For almost 30 years, Spot On Lancashire has been bringing professional performing arts to the people of Lancashire in democratic, non-traditional spaces such as village halls, churches and libraries, improving access to a full range of cultural opportunities wherever people live. More recently, we have been programming activities and performances in Blackburn with Darwen's Markets and libraries and in Burnley both for the Burnley Words Festival and as the delivery partner for the Burnley Leisure and Culture Trust's outreach programme, Burnley Mechanics Presents.

Our professional programming principles include:

- A diverse mix of genres, including visual arts, music, theatre and dance
- A mix of performances and activities that will appeal to different age groups, including children and families
- Something to challenge audiences - we do not play it safe
- A programme that reflects the diversity and lived experience of the UK population, including representations of protected characteristics within the artistic workforce

Not only do we seek to challenge audiences, but we also contribute to a creative and cultural country by supporting new types of creative practice, new forms of cultural content, and new ways of reaching both new and existing audiences and participants. We have established a set of SMART targets to maintain, develop, and improve our work in this area. This includes our work with our partners - local promoters, funders, performing artists/companies and even audiences. We have established a set of key targets and milestones linked to our work across Lancashire. For example, we monitor the diverse makeup of all people who tour Lancashire with Culturapedia, be they performers or technicians. This monitoring allows us to gather data on gender, sexuality, cultural background, age and D/deaf/disability. In addition, we ask companies for diversity information for those left behind, such as directors, set designers, etc. We achieve 100% compliance from artists/companies in providing this data as it is part of their contract, and they do not get paid until it is completed.

Each year provides a baseline on which we monitor subsequent year's performance.

The diverse nature of the artistic and support workforce is not always relevant or apparent at the time of creating a programme; for example, a person's sexuality/disability/cultural background etc., may not be reflected in the part they are playing. Our post-activity monitoring allows us to capture this often invisible data whilst informing our future programming decision-making.

Culturapedia's programming policy is based on artistic quality and respect for our performers and audiences. We will not accept 'colonial' or patronising touring products just to reach a target or tick a box. Culturapedia does not operate a quota system for performances based on the diverse nature of the performers.

Sometimes our programming choice is limited, but we endeavour to achieve a gender balance with performers over a year. We actively encourage diverse companies and those

employing diverse performers, writers, designers etc., to apply to be part of our programmes.

Lancashire is a culturally diverse county, with 10% of the county's population being from a non-white ethnic group (2011 census).

We know from experience that our audiences are eager to see diverse performers, rural communities like to feel that they are part of the world, and they like to feel connected.

Talent Development

Culturapedia spends a lot of time advising and supporting artists and getting them ready for small-scale touring or working with us in other ways. A lot of this activity is informal.

We still need to do more to ensure that artists know about rural and library touring and see the benefits involved.

Culturapedia is part of an emerging consortium in Blackburn with Darwen that aims to develop a local creative workforce representing the borough.

Removing Barriers

The management team and all workers endeavour to be aware at all times of the barriers faced by members of groups with protected characteristics when participating and engaging in the cultural sector. We are open to all new ideas, issues and solutions. Responses to these barriers, be they physical, attitudinal or educational, are ways to reduce or eliminate barriers immediately or to put into practice policies designed to change them at the earliest opportunities or change attitudes.

For example, all our library venues and the vast majority of our rural venues have level or ramp access. In Lancashire, rural venues are encouraged to use any surplus from performances to invest in improving access for all, be they performers or audience members. One venue recently invested in an improved induction loop for the venue.

Public transport for non-driving artists to rural and isolated urban spaces would be extremely challenging. We support our rural communities in lobbying for improved transport.

We actively seek to support diverse yet urban-focused performers to see rural touring as a relevant and positive step in their artistic development. In Lancashire, we are advocates for arts and arts-related career choices with the under-represented local South Asian/Muslim community in Blackburn, where Culturapedia is based - although an active policy, this remains an informal action.

We are very aware that language is a barrier to participation and engagement. In this, we include the diverse use of English. Un-inclusive language is a barrier that can separate urban and rural communities, different age groups and people with different educational experiences. We actively discourage jargon and 'arts speak' in our social media, promotion and marketing and when mentoring artists and companies.

Evaluation

We collect data from every company that works with us in Lancashire. This allows us to compare our performance against population figures. Our performance is shared across the team, and the whole team is tasked with actively seeking out companies and artists who might fit our ambitions to offer a representative programme while maintaining quality.

Sharing good practice

Accessibility and inclusion are discussed frequently across our networks, including the Northern Rural Touring Consortium, the NRTF, Arts Partners Pennine Lancashire and Arts Lancashire. We are eager to learn and happy to share our experiences where appropriate.

Venues

Culturapedia does not own or manage any buildings or venues. We take artistic encounters out to where people already are. This might include a library, a village hall and community centres, a market or a town centre square. We use these spaces as they are 'democratic'.

They are open and familiar. They do not have unspoken rules that some people might be nervous about. It is in the interests of all these places to be accessible with accessible facilities. We work closely with our partners to ensure that the spaces we work in are as accessible as possible. We encourage our audience to let us know if they have specific needs. With our partners, we endeavour to meet all requests.

This policy should be read in conjunction with other relevant Culturapedia policies and documents including:

Design and marketing

Stakeholder engagement

Tab 2

