

# KIDDERMINSTER ARTS FESTIVAL SUMMARY BUSINESS PLAN 2013 - 2016

Prepared by  
Loz Samuels &  
Chloë Dear



## vision & introduction

Kidderminster Arts Festival (KAF) takes place annually over the last two weeks of August, presenting a mixed arts programme for all ages and tastes. The Festival has developed significantly since its inception in 2003 and **has become an important driver for contemporary arts events in Kidderminster and the wider district of the Wyre Forest**. Indeed, it offers a unique contemporary programme bringing together organisations, artists and audiences to explore and celebrate Kidderminster's newly energised cultural identity.

Widely promoted both within the town and to the surrounding area, KAF challenges perceptions of how the town is viewed regionally. It also presents an opportunity to revitalise a failing economy and reinvent the town centre, with culture and entertainment at its heart.

The Festival has made an impact with more permanent works through the transformation of a number of town subways that are a lasting reminder of how the arts can positively effect the environment.

KAF has sought to showcase local talent with a strong participatory strand complimented by professional street and cabaret performances. The programme promotes, develops and creates opportunities for audiences and local artists both established and emerging to push their creative boundaries and experiences.

**Committed to providing creative solutions** which address local priorities as part of its core offer, KAF delivers to the cross cutting agendas of both Wyre Forest District Council and partner organisations.

This document is a summary of how KAF intends to achieve increased sustainability to enable it to continue to inspire audiences and artists for many years to come. The full business plan can be viewed at: [www.wyreforestdc.gov.uk/KAF](http://www.wyreforestdc.gov.uk/KAF)

**KAF continues to seek new partnerships** with local artists, businesses, private and public organisations.

As a direct result of the Festival an artists network and support group has evolved. KAF Creatives have become a key partner organisation who use the event to showcase their work and as a catalyst to stimulate new collaboration works.

  
**www.kafcreatives.org.uk**

Our partners change each year driven by our commissions, projects and funding. All have the common aim of making Kidderminster a better and more interesting place to live and visit. KAF has benefitted from ongoing support from a core of organisations and artists all of who can be found on our Festival publicity.

KAF is funded by Wyre Forest District Council and has successfully received support throughout the years from Arts Council England along with a number of other funders.

Supported by  
 **worcestershire**  
county council  
'InRoads Fund'

 **Wyre Forest** District Council

## programming development

The Festival seeks to be fresh, inventive and resourceful in its approach, changing each year to grow with the expectations and experience of its audiences and partners, whilst remaining as accessible as possible. To encourage audiences to take risks and explore the Festival offer, ticket prices are kept to £5 or under. To further facilitate audience development, there will be an increase in outdoor programming and participatory strands engaging audiences in non arts spaces such as local pubs, subways etc.

KAF aims to increase associated year round projects in partnership with a range of organisations, offering broader opportunities for participation, reaching those in the community who may have barriers to engaging with Festival activities or the arts in general.

## long-term sustainability

Like any organisation KAF has its strengths and weaknesses and is vulnerable to the same challenges as other arts events or organisation.

The action plan aims to lead the Festival into a stronger position with a more secure future, by harnessing all the opportunities it has available to it, which are many, even in the current economic climate.

## strategic priorities

### The overarching vision for KAF is:

**Kidderminster will have a sustainable cultural event producing and programming high quality work that will engage the public across the County.**

In summary it aims to do this in the following ways:

#### **Aim 1 - to develop a sustainable cultural event for Kidderminster**

- Increase profile of the Festival in Kidderminster's cultural calendar
- Increase management capacity of the core team delivering the Festival
- Increase management capacity of partner organisations to deliver own programmes
- Increase audiences
- Develop on-going strategic approach to event planning
- Develop on-going strategic approach to continued financial support
- Increase the number of financial and strategic partners
- Create an action plan should WFDC funding be withdrawn
- Increase local engagement

#### **Aim 2 - to increase local ownership and involvement**

- Increase opportunities for local artists to develop their practice and showcase their work at KAF
- Identify and develop local partner as long-term driver of Festival

- Increase the number of (non-creative) local partners
- Increase proportion and number of events within the Festival which are self-managed by independent organisations
- Increase year-round participation by local groups

#### **Aim 3 - to present ambitious, high-quality work that is accessible for audiences**

- Increase investment in programming and/or local creation of work
- Build a reputation for showcasing new work both with emerging and established artists
- Increase engagement with regional Festival and venue partners interested in co-commissioning and programming
- Increase opportunities for Festival Director to see high quality work

**We would like to thank** all those who have contributed to KAF so far and made it is today. We welcome any comment or contribution, here's how to reach us.

**If you would like to become involved with KAF** in any way please email

[arts@wyreforestdc.gov.uk](mailto:arts@wyreforestdc.gov.uk)

Telephone 01562 732928

**For more information** about KAF please visit:

[www.Facebook.com/KAF.Arts](http://www.Facebook.com/KAF.Arts)

[www.twitter.com/KAF\\_arts](http://www.twitter.com/KAF_arts)

[www.wyreforestdc.gov.uk/KAF](http://www.wyreforestdc.gov.uk/KAF)

