

British Art Show 9

Full programme update

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CITY OF
WOLVERHAMPTON
COUNCIL

Our mission:
Working as one to
serve our city

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British Art 9: 22nd January-10th April 2022



- Wolverhampton is the first English host city
- 35 artists showing across Wolverhampton Art Gallery and U of W School of Art
- Themes: healing, care and reparative history; tactics for togetherness; and imagining new futures.
- Wolverhampton focus on ‘living and giving voice to difference’
- The most diverse range of artists represented to date. 40% are Black or Asian, 45% women artists, 11% European.

Supporting city recovery and wider city offer



- **Relighting our City-** Vibrant High Streets and Communities strand
- **Cultural Strategy-** in draft but focusing **on 5Ps** (Productivity, Promotion, Participation, Pride, Partnerships). Link to **Open Events Cultural Action Zone**.
- **Events Strategy** and longer term plan for activity in the city
- **Driving footfall** to the city (40,000 people to Aberdeen)
- **Evening economy** – supports the development of evening activity in the city.

Learning Programme supported by Arts Connect



- Programme of **BAS9 partner schools** with focus on performance, visual arts and SEND working with specialist local practitioners
- **School visits and teacher resource packs** available for schools
- **Programme of events** to include workshops and talks both in-person and virtual
- **Family exhibition trails** including Augmented Reality trail
- **Saturday Art Club** for disadvantaged young people to run during the show

Ambassador Programme

A bespoke Community Ambassador Programme

- **LGBTQ+ ambassador** artist Kathy O'Conner
- **The Good Shepherd** working with homeless people- tour and exhibition 'it starts with a meal'
- **Amarjit Kaur** workshops for Asian women using textiles and responding to artist Catherine Walker
- **Student ambassador** – producing a 'Zine' drawing on experiences of autism and mental health.
- **BID ambassador** will see an additional BAS9 street ambassador in the city
- **Youth ambassador** working with groups from The Way Youth Zone



Volunteering Programme

**Volunteering co-ordinated
across both sites**



- **University students** volunteering programme
- **Arts & Culture** council volunteering programme for non-students through the Art Gallery
- **Training to be given** on both operational matters and exhibition content
- **Incentives** including certificates and training so that participants have evidence of career development.
- **Volunteer target of 40 volunteers** engaged.

Offsite 9 delivered in partnership with Creative Black Country



- **Funded by Arts Council England** through a £90k grant
- **25 local artist commissioned** to make work situated around the city
- Includes **open call and four ring-fenced commissions** with Asylum Arts, Eagleworks studios, Flexus Dance and DASH (disability arts)
- **Publication** telling the stories of people of Wolverhampton and profiles the artistic and creative talent in the city.
- **Podcasts** capturing Wolverhampton voices in a changing social and political environment

Marketing and Audience Development



Marketing Strategy developed with Corporate Comms

- Identified target audience **Dormitory Dependables** (new audiences), **Metroculturals** and **Commuterland Culturebuffs** (existing audiences though fewer in the city)
- Alignment to **national campaign** led by Hayward Touring
- **Marketing Plan** developed includes target print and broadcast media, advertising and social media campaign
- Launch event **21st January at the Art Gallery**

Benefits of BAS9 for Wolverhampton



- **50,000 target visitors** to the city for the duration of the show
- **Opportunities for local businesses** shared through the BID retailers group
- **Meal and hotel deals** could be offered by local businesses to attract customers
- **Events space** needed for pop-up events and activities e.g. in the Mander Centre
- **Impact to be measured** through visitor surveys, Eventbrite data and formal evaluation.

Legacy



- **Summer activity** funded through £8k capacity building Arts Council grant, including young people's strand delivered by the Local Cultural Education Partnership.
- **Impact data** will help us to profile visitors to the city for large scale events
- Supports the longer term **cultural and events strategy**.
- **Provides a template** for future large scale exhibitions and festival type activity in the city.
- **Raises the profile** of the city and puts Wolverhampton on the cultural map.

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