

Arts and Culture Strategy 2022-27

Vision

We believe that great ideas come from playing with possibilities, and great ideas are the bedrock of innovation. Our role is to create the time, space and opportunities needed for creative and interdisciplinary collaborations that, in turn, have a positive impact on student experience, staff satisfaction, the University's profile and reputation for creativity, and its relationship with the regional cultural sector and creative industries.



Future Proof Your Body 01, by choreographer Joumana Mourad, raises questions about our futures through movement and virtual reality. Urgency Arts Commission 2018-19.

© Steve Haywood

Our mission is to champion
creativity and foster innovation

Objectives

1. Equip students and staff with the creative knowledge, skills and experience they need to thrive in their research, teaching, studies and careers.
2. Create space (physical, temporal, digital, intellectual), for creative collaborations between any combination of staff, students and creative practitioners, that are mutually beneficial, generate new ways of working, and explore climate, health and/or social justice subjects.
3. Raise awareness of, and engagement with, the dynamic creative and interdisciplinary activity at the University, including partnerships with external communities, to improve the University's reputation for this way of working and attract new opportunities.
4. Bridge the University and cultural and creative sectors, creating an effective conduit for improved navigation, engagement, knowledge exchange, communication, collaboration, and professional development with our communities.
5. Build and support communities of creative practice across the University campuses, providing relevant advice, brokering, guidance and resources, as well as improved systems and processes, to create the best conditions for innovation to flourish.

Target audiences

Academic and Professional Services staff at the University of Exeter, across the Streatham, St Luke's, Penryn and Truro campuses.

Current and prospective University of Exeter students.

Cultural and creative sector workforce, ranging from organisational level (galleries, museums, theatres, libraries, archives), to individual practitioners working in the arts, craft and design.

Arts-engaged publics – curious individuals who are interested in creativity and learning, with attention paid to equality, diversity and inclusion, and addressing under-representation.



Spotlight on Care – Pauline stands in front of an animated, hand-drawn portrait symbolising the care she provided for her three brothers, all of whom experienced mental illness. The artwork, by Leo Jamelli, was projected onto Peckham Library, 22-23 Oct 2021, and made in collaboration with Dr Siobhan O'Dwyer, specialist in family care. © Chris Ratcliffe

Stretch audiences

Adults with a low level of interest in the arts, craft and design.

Children and Young People (0-16).

These audiences require dedicated and consistent engagement to build authentic, long-term collaborations, outside the scope of this strategy.

Instead, we will reach these audiences through targeted partnerships, where established communities of support already exist, rather than devise and lead on new, separate initiatives.



Detail from *Pause... Repeat*, a series of sculptural works by artist Laura Porter that examine everyday surfaces which have now come under scrutiny in our 'new normal'. Part of Hyperlocal: micro-commissions on a domestic scale, April-May 2020. © Laura Porter

Approach

1. LEARNING AND DEVELOPMENT

We will devise and support creative collaborations, bringing together staff, students and creative practitioners to encourage new ways of working, responding to Strategy 2030 themes of climate and environment, health and well-being, and social justice.

We will support teaching and training that develops knowledge and skills in creative processes.



Musician Jim Causley and singers, Mariners Away, leading a new wassail co-written with artist Simon Pope. Held at Gray's Cider Farm, Halstow, January 2022. Part of Simon's Arts Commission, *Here's to Thee*, delivered with the Royal Albert Memorial Museum. Image: © Robert Darch 2022

Approach

2. PROMOTING AND CHAMPIONING

We will build a concentrated narrative for creative practice at the University through our tailored marketing and communications.

We will tell the story of creative work at the University through events and activities, such as performances, screenings, workshops and festivals.



Advertisement for one of three *Sex and Nature Salons*, delivered as part of comedian Siân Docksey's Creative Fellowship 2020-21 with Dr Ina Linge. Image © Siân Docksey

Approach

3. NETWORKING AND BROKERING

We will provide a combination of advice, brokering and signposting for our target audiences, both holding space for new creative networks and contributing to existing networks.

We will create and support systems and resources that enhance community-building and cross-disciplinary collaborations.



Poetry workshop with entomology and creative writing students. Image © Steve Haywood
In the Company of Insects, Fiona Benson, Urgency Arts Commission 2019-20

Measures of Success

High quality engagement

Our work is proactive, responsive, meaningful and useful.

Improved well-being

Our work offers inspiration, respite, enjoyment, self-expression, confidence, representation and recognition for individuals as audiences and makers.

Enhanced reputation

Our work promotes the University's strengths in creativity and interdisciplinary practice.

Increased reach

Our work brings more people into creative communities, within the University and with external partners.



Detail from *Towards Field Station (Catalyst Remix)*. Artist Bram Thomas Arnold made a series of podcasts exploring art and ecology in Cornwall, created from hour-long walks taken during lockdown, 2020. Image © Bram Thomas Arnold