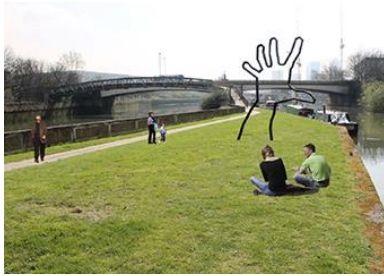


REPORT TO CANAL & RIVER TRUST COUNCIL

THE BENEFITS OF ARTS ON THE WATERWAYS

Report by Ed Fox, Head of Communications and Tim Eastop, Executive Producer,
Arts on the Waterways
March 2015



SCULPTURE FOR THE LINE, BY
PIOTR UKLANSKI



FLOATING CINEMA



SCULPTURE AT CARPENTER'S LOCK,
OLYMPIC PARK

1. Introduction

At the Council meeting we will illustrate, with images and a short film, why the Trust's *Arts on the Waterways* programme has begun to bear fruit, and how it is helping to support our strategic goals and vision. The Canal Laureate, poet Jo Bell, will also be with us to discuss her thoughts as a boater and an artist on why she believes that the arts and waterways work so well together. Laurie Peake, recently appointed by the Trust as Director of *Super Slow Way*, the major arts programme along the Leeds & Liverpool Canal, will also be in attendance.

Ed Fox, the Trust's Head of Communications, will talk about the origins of the programme and how it fits into our corporate plan, and Tim Eastop, Executive Producer of the programme, will give a flavour of recent successes, the challenges and some highlights coming up this summer.

2. Why Arts on the Waterways?

Since 2012, we have been developing the *Arts on the Waterways* programme with support from Arts Council England (ACE) and the Arts Council of Wales. The programme takes its inspiration from the campaigning work of the likes of author Robert Aickman and ballerina Margot Fonteyn in the 1960's, as well as the hundreds of poets, choreographers and sculptors inspired by our network today.

Our waterways are unique in how they reach into places and communities that the arts and few other organisations can touch and we are one of ACE's strategic delivery partners, along with the National Trust, Forestry Commission and Churches Conservation Trust. We are working with excellent artists, arts institutions and education agencies to inspire more people to experience and appreciate our canals and rivers. Recent research shows that the arts are: helping to increase awareness of our waterways and the Trust's brand; stimulate new sources of funding; and attract a greater diversity of visitors.

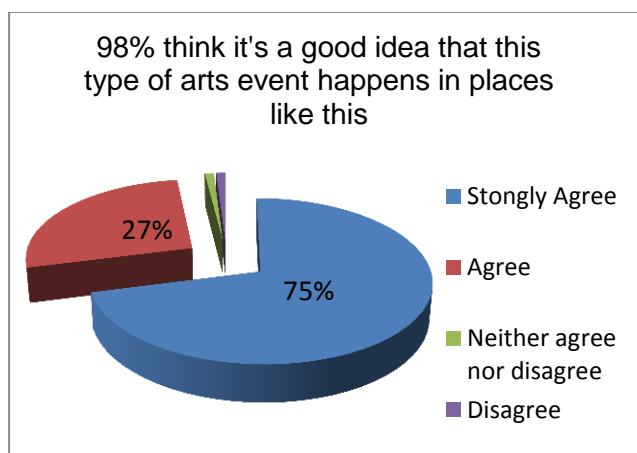
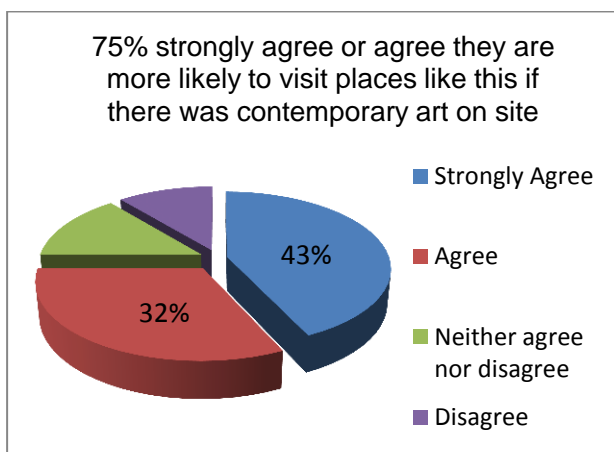
We develop arts projects in three ways: **Trust-led** commissions of new artworks, artists' residencies and art within major works; **partnerships** with leading arts venues and organisations next to, or inspired by, waterways; and in-kind support for proposals from **third parties**.

The arts are now embedded into the Trust's corporate plan and some strategic waterway plans. We believe our canals and rivers provide extraordinary opportunities for artists to work on, while helping our vision, ***Living waterways transform places and enrich lives.***

3. Impact

The programme has been instrumental in opening-up new sources of funding from trusts and major donors. In just 2½ years, arts projects have **attracted more than £3m** in third party funding. In 2015/16 the Trust will be investing **£100,000** in arts projects, which is expected to lever approximately **£650,000** of third party funding through our books. A further **£400,000** is estimated to be invested by third parties in arts on our canals and rivers, but which will not go through our books. Research on our 2014 arts programme by the **Audience Agency** showed excellent results for the contemporary arts as a driver of visits to waterways:

- **Ninety eight percent** agreed or strongly agreed that they thought it was a **'good idea that this type of arts event happens on waterways'**
- **75% agreed or strongly agreed** that they would be more likely to visit places [like waterways] if there was contemporary art on show
- **Two thirds were from the waterways' current visitors** and new visitors came from a broader demographic than that normally attracted to arts, ie, more likely to be male, aged 25-34 and from a non-white background



Benefits

- High quality arts inspire people to engage with their local waterway
- Arts projects have already attracted more than £3m in 2.5 years
- Continued support from Arts Council England and the Arts Council of Wales
- The programme is providing a lever to support major donor and trust funding to the Trust
- The arts help deliver the Trust's vision to enrich lives and transform places
- Projects include poetry, ballet sculpture & comedy
- Waterways offer artists time and space to slow down and reflect

4. 2015/16 Arts on the Waterways highlights

- **Super Slow Way:** a major **£2.3m** three-year arts programme along the Leeds & Liverpool Canal led by local communities and professional arts producers, funded by Arts Council England, local businesses and local authorities: **2015-2017**
- **Stratford 2 Stratford:** young people explore Shakespearean themes on a unique theatrical waterways journey from Stratford in east London to Stratford-upon-Avon in Warwickshire: **May-June 2015**
- **Glandŵr Cymru Artists in Residence:** Glandŵr Cymru, the Canal & River Trust in Wales, has teamed up with the Arts Council of Wales to create a series of artists' residencies exploring how contemporary artists can play a role in preserving, animating and interpreting Welsh waterways: **Ongoing**
- **Canal Laureate:** poet **Jo Bell** is our creative ambassador. A boater and established poet who inspires Trust staff and visitors alike with brilliant blogs, poems, tweets and performance: **Ongoing**
- **LAND:** new sculpture by **Sir Antony Gormley**. Sited at Lowsonford Lock, Lengthman's Cottage on the South Stratford Canal as part of Landmark Trust 50th Anniversary: **16/17 May 2015**
- **Floating Cinema** on London waterways and the Kennet & Avon: **June–September 2015**
- **The Line:** the Trust is a leading partner on a new international sculpture walk for London, following the River Lee Navigation between Olympic Park to the Thames: due to launch in **May/June 2015**
- **Clay Cargo at British Ceramic Biennial:** canal-inspired clay workshops along waterways between London and Stoke-on-Trent in partnership with Central St Martins College of Art and led by the Clayground Collective: due to launch in **July 2015**

March 2015