

44AD - IMPACT OF ACTIVITIES

What will we CONTINUE to do?	What will happen as a direct result of this activity?	What longer term change will occur as a result?	What big picture change will happen?
SOCIAL IMPACTS			
Provide creative working studio space	Provision of much needed availability of centrally located work space within a community centred arts venue	Enable local creatives to work independently within a supportive peer led arts environment	Connecting the local creative sector together and within the community of Bath
ECONOMIC IMPACTS			
Support local self-employed creatives with affordable working studio space	Retain local creative talent through affordable working space for graduates and emerging artists. All studio workspaces are fully booked with a waiting list	Reputation and familiarity of the studios have generated connections, art-sales and work opportunities for the studio artists who in turn support local economy.	Increasing the capacity of the creative sector in Bath
ENVIRONMENTAL IMPACT			
Enable shared facilities, materials, tools and amenity expenses in a central location	Leading by example. Shared equipment. / re-use ethos ie. recycling or reusing packing and art materials where possible, encourages resourceful solutions. Most of the studio artists are able to walk to work.	Minimises environmental impact	Shared facilities and resourceful solutions form an essential part of creating sustainable communities

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SOCIAL IMPACTS			
<p>Provision of city centre, community focused gallery / exhibition space</p>	<p>44AD will continue to specialise in the design and facilitation of socially engaged Arts projects and opportunities which are beneficial for the community.</p> <p>Provision of much needed availability of centrally located exhibition space which is free admission and inclusive.</p>	<p>Encourage public education and appreciation of the Arts.</p> <p>Enable wellbeing through the Arts.</p> <p>A thriving creative environment which showcases high quality art and associated projects, created by participants of all ages.</p> <p>Producing a ripple effect of arts collaborative opportunities and benefits for many residents.</p>	<p>A vibrant city central arts hub creating an accessible, productive and educational space for all.</p> <p>Encouraging the goodwill and involvement of residents, fostering community spirit and civic pride.</p>
ECONOMIC IMPACTS			
<p>Manage a centrally located artspace, with a wide reach, supporting local creatives, educational organisations, groups and visiting public</p>	<p>Our popular city centre location is vital towards our ongoing success. Central accessibility and related footfall (21,000 visitors pa) generate collaborative partnerships, gallery bookings and interest - enabling a financially viable business model.</p> <p>Gallery schedule is booked up to 2 years in advance with provision of free admission exhibitions and events for visitors.</p> <p>Supporting local creatives and their work - a platform for artists to promote sell their artwork.</p>	<p>44AD - as a city centre venue has increasingly become a familiar and specific destination to locals and many visitors, contributing to the cultural identity of Bath and in turn, supporting local economy.</p>	<p>Supporting social and economic activity in Bath - arts and culture encourage tourism and boost revenue to local businesses, building a stronger, more sustainable future for high streets and it's creative sector.</p>

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<p>ENVIRONMENTAL IMPACT</p>			
<ul style="list-style-type: none"> • City central venue destination with accessible public transport • Shared resources ie. re-using key equipment in exhibitions 	<p>Our key participants and visitors are part of the local communities which surround our venue, keeping travel low-impact.</p> <p>A relaxed space for all to engage with the Arts, talk/raise topics - connecting local people and contemporary issues.</p>	<p>Promoting and creating awareness of environmental issues through exhibitions, associated events and exchange of ideas.</p>	<p>Building an Arts organisation which leads by example. Advocating and addressing environmental issues as part of our content and programming, and offering a platform for discussion in partnership with artists, communities and cultural organisations.</p>
<p>SOCIAL IMPACTS</p>			
<p>Arts projects with schools and educational organisations</p>	<p>Designing projects for, and collaborating with educational organisations and other groups to increase young peoples engagement and participation with the Arts.</p> <p>Providing opportunities for local schools to participate in art exhibitions, gallery visits and workshops which run throughout the year.</p>	<p>Using art as a means to educate and connect young people with each other and other subject areas - exploring historic and contemporary topics.</p> <p>Sense of achievement and pride through presenting art and associated work in a local public space that can be visited by family and friends.</p>	<p>Channeling strong connections and involvement with young people, local schools and education at all levels to create beneficial experiences - and will add a permanent enrichment to the curriculum</p>
<p>ECONOMIC IMPACTS</p>			
<p>Free admission and participation activities for younger residents</p>	<p>Costs for young arts projects can be covered with external sponsorship which can pay for project fees eg. workshop materials and printing costs</p>	<p>Sponsorship funds are generated into the local economy</p>	<p>Extending services for local schools. Funds generated into local economy.</p>

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ENVIRONMENTAL IMPACT			
Local activities for young people	Specific projects aimed at younger people which highlight environmental issues, in a central accessible venue.	Creating awareness through environmental projects Close to all public transport - an easily accessible destination for schools and families.	Setting an example for young people - instilling knowledge and values that will be carried forward for life
SOCIAL IMPACTS			
Internship, work experience placements and mentoring for young people and adults	Provide training, guidance and support as part of work experience placements to local schools and educational groups. Working with Bath Spa University to provide paid internship placements to recent graduates.	Creating a sense of achievement and independence.	Creating strong connections with young people to our Arts organisation and the city
ECONOMIC IMPACTS			
Careers awareness, job prospects and employment	Opportunities to inspire young people to pursue a career in the arts.	Offering training and guidance to improve life skills and encourage entrepreneurial activity within our local community	Supporting employability. Retaining graduate talent in the city
ENVIRONMENTAL IMPACT			
Advocate reduce, reuse, recycle within the workplace	As an organisation we can set an example to young people with environmental care in the workplace	Foster an awareness of environmental issues in young people	Instilling best green values in young people that will be carried forward

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SOCIAL IMPACTS			
Educational services, including teaching and workshops	Offering creative educational services, and workshops in a welcoming Arts environment	Learning new skills and sharing of knowledge will have a positive impact on health and wellbeing. It stimulates creativity and the imagination and increases the capacity for concentration. Learning in a group environment encourages communication, participation and teamwork, forging social connections and friendships.	Promoting education, creative expression and community inclusion
ECONOMIC IMPACTS			
Provision of free admission / low cost educational workshops and events	44AD's free admission policy make us an accessible venue for lower income families.	Providing activities and a positive user experience will channel reputation and attract repeat visitors to the venue and in turn, other city offerings / local economy	Maintaining a strong and positive economic impact from our activities
ENVIRONMENTAL IMPACT			
Education with an inclination towards traditional art and craft skills	Traditional art craft skills taught onsite Accessible destination and shared resources. Workshop items are often donated, or materials used promote reuse and recycle.	Traditional skills are often taught using simple tools and techniques that do not require electricity, reducing energy consumption and carbon emissions.	Designing educational services and workshops which minimise environmental impact

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SOCIAL IMPACTS			
<p>Established annual / biennial exhibitions and events</p> <ul style="list-style-type: none"> • Royal Commonwealth Society, Bath Art Prize • Heroes Schools Project • Annual Bath Open Printmaking Show • Bath Open Art prize • Bath Humbug Art Market • 44AD Associates Annual Exhibition 	<p>Enable free and low cost accessible art opportunities for local artists and schools which are professionally marketed to attract footfall. Collaboration with other organisations alongside the participatory benefits created for creatives, young people and visitors engaging with the exhibitions. A platform for creatives to network, promote and sell their work</p>	<p>Provide free Arts participation and activities which create positive experiences and draw in a diverse group of people from a range of social backgrounds</p>	<p>An established city centre venue which ensures increased quality and visibility of creative activity for artists and local residents in Bath and beyond</p>
ECONOMIC IMPACTS			
<p>Facilitating involvement and participation with Open Arts exhibitions and events for local residents and beyond, of all ages in the city centre</p>	<p>Attracting participants and visitors to 44AD through professionally organised exhibitions and events.</p>	<p>Further engagement with the arts and increased footfall / visitors, alongside exhibition production costs supports local economy</p>	<p>Providing a strong cultural offer to diversify and support the retail focus of the area</p>
ENVIRONMENTAL IMPACT			
<p>Providing a city centre destination for which presents environmentally low impact exhibitions and events</p>	<p>Easily accessible venue which focuses on the participation of local residents</p>	<p>Schedule exhibitions which promote awareness of environmental issues, displaying content which uses minimal energy consumption and using production materials which are reused or locally sourced</p>	<p>Offering a schedule of environmentally aware exhibitions and events (through theme, process and presentation) aimed at local residents</p>

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SOCIAL IMPACTS			
<p>Established Artist Residency program:</p> <ul style="list-style-type: none"> • FLASH (9 weeks) • Bath Open Residency Award (4 - 12 weeks) • Bath Spa Graduate Residency (one year - currently being developed to cover 2 years) 	Offering a variety of artist residencies throughout the year, aimed at local artists and graduates who would not have the financial ability to afford a studio space and exhibition costs	Providing artists with the opportunity to work in a new and inspiring environment, to connect with other creative individuals, to showcase their work to a wider audience and allow them to focus solely on their art.	Create a reputable Arts residency program which provides opportunities for personal growth and new perspectives. Offering a positive and life-changing experience for it's residents artists
ECONOMIC IMPACTS			
Supporting recent Arts graduates and local start-up / emerging artists	Support the network and development of graduates and local artists	Attract additional funding and sponsorship to improve and expand our residency program offering	Creating a longterm robust residency program which contributes to graduate and local talent retention in the area - channeling local economy
ENVIRONMENTAL IMPACT			
Shared provision of arts equipment, and advocating reduce, reuse, recycle within the organisation and individuals art practice	Continue to implement sustainable resource management practices, based on reduce, reuse and recycle principles.	Foster awareness and minimise environmental impact	Create an environmentally sustainable residency program

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SOCIAL IMPACTS			
Security of tenure will enable us to apply for Arts Council funding and corporate sponsorships which depend on the determination of longer term projects and venue location.	<p>This will enable us to design an even greater quality and quantity of community led projects, alongside being able to continue and financially deliver projects already trialled with successful outcomes, such as</p> <ul style="list-style-type: none"> • CAFE 44 (Outreach Project for SEND young people) • Bath young Inventors Award 	<p>Location security would make the organisation more resilient over time. Access to further grants would allow us to expand our offering of curatorial projects, events and outreach work with benefits to all of the community</p>	<p>Build a strong and sustainable organisation with an exemplary offer of activities, which works with a diverse range of local community groups, attracting local, national and international artists and visitors.</p>
ECONOMIC IMPACTS			
An increased budget would allow us to design and facilitate a more ambitious Arts program that will invest in local connections, businesses and afford us to employ more staff	<p>Enable 44AD to strengthen by having space to plan ahead, attract funding and focus on more longer term goals. Attract more partnership projects. Better funding for community projects. Increased budget for marketing and promotion Employment opportunities</p>	<p>Over all an increased budget and spending. Increased footfall and visibility through familiarity of location, repeat visitors and community reach through projects. Improved marketing Finance generated towards services associated with projects</p>	<p>Continue and expand the economic impact from our activities (previously estimated at £950,222 per year)</p>
ENVIRONMENTAL IMPACT			
	Choose responsible partnership projects with shared green values	Generate environmental awareness and proactivity through collaborative projects	An accountable organisation that is committed to tackling the climate and ecological emergency

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SOCIAL IMPACTS			
Fundraise to improve the internal fabric of the building and efficient heating solutions	Building maintenance and improved heating to further enhance the property	An attractive and warm arts venue for all to enjoy	Improving the public realm
ECONOMIC IMPACTS			
Private funds will be leveraged into the upkeep of a Grade II listed building	Employment of skilled workpeople for duration of works period	44AD will be more financially sustainable. Reduced amenity costs for organisation, studio artists and exhibitors	Reduced longterm maintenance costs and fuel bills further funds that can be diverted to our community work.
ENVIRONMENTAL IMPACT			
Sustaining the future and environmental efficiency of a Grade II listed building	Make improvements to the property	Updated maintenance and thermal efficiency will reduce carbon emissions	Responsible management and longterm investment in the property will create a more environmentally efficient building