



**Arts Uplift Business Plan
September 2023-August 2026**

DRAFT

1. Business Summary

Arts Uplift CIC is a not-for-profit Community Interest Company. Arts Uplift specialises in arts, health and heritage and works with a wide range of the community from children and young people to older people from across Worcestershire, Coventry and Warwickshire. It also uses a wide range of arts in its projects such as storytelling, dance and music etc. It aims to use the arts to enhance the mental and physical well-being of its participants and teaches people about their local heritage as well as preserving it.

Arts Uplift CIC has four directors Jenny Davis, Donna Hetherington, Sue Pope and Nigel Davis. Jenny Davis is the Executive Director and delivers the day to day running of the business and is the strategic lead, Sue Pope assists with company and project development, Donna Hetherington oversees finance and Nigel Davis supports with strategy, IT, and marketing.

Arts Uplift CIC needs approximately £250,000 to operate. This is sourced from income from arts workshops, statutory sources, donations and grants.

2 Vision statement

Our vision- to improve the physical and mental well-being of our diverse communities aged 5 upwards across Worcestershire, Warwickshire and Coventry and document people's living memories through high quality inspirational arts and reminiscence activity and products.

3. Product /Service

Arts Uplift offers training in and the creation of arts, health and heritage products and workshops, project management, fundraising, evaluation, project and strategy development.

Arts Uplift CIC has a pool of freelance arts workers and trainers that can be brought in to deliver arts workshops from all arts backgrounds from one off workshops to a longer project as and when needed.

4. Operations

Arts Uplift sub-contracts to arts workers for the creative practical sessions and they are contracted to do this. The arts workers have all been checked for quality through either visiting them working or by recommendation and references are taken up. They have all been asked to produce a DBS Check and public liability insurance. Jenny Davis is employed full time to lead on the strategy and operations of the company. A regular freelance book-keeper is also contracted and freelance fundraisers, project managers and marketing personnel are contracted as and when there is funding. There is an Advisory Group also that meets 4 times a year and takes on some of the business tasks.

5. Legal

Arts Uplift is a not-for-profit Community Interest Company. We do risk assessments every time we do a project in the public domain. We have public liability and Employers Liability insurance of 10 million pounds and professional indemnity insurance of 5 million pounds.

6. Premises

Arts Uplift Directors all work from their homes.

7. Strategic Goals 2023-2026

1. To ensure Arts Uplift CIC is financially stable and sustainable from a variety of sources
2. To increase capacity and diversity within the organisation through the delivery team and Advisory group
3. To deliver an inclusive and diverse programme of workshops, training and arts products with children/young people, working age adults and older people who have physical and mental health issues

Actions

1

- a) to develop further corporate donations and individual giving through networking and approaching business's
- b) to ensure that Arts Uplift CIC has a substantial amount to cover reserves (policy follow)
- c) to apply for funding for core costs
- d) to create a fundraising strategy for the next 3 years
- e) to apply to funders for project grants

2

- a) to recruit more volunteers and a diverse range on the Advisory Group
- b) to put a call out to local artists for a more diverse range of providers
- c) to continue to bring on University placements to support the work
- d) to apply for funding to employ a regular administrator, fundraiser, book-keeper, project manager and business development person
- e) to recruit more volunteers for workshop support and administration

3

- a) to deliver a continuous 36 week arts programme with older people and working age adults per year in Stratford Upon Avon, Southam, Warwick District, Bedworth and Rugby
- b) to deliver a small tour of Navigating Margaret in 2024/2025 via the rural touring scheme and theatre/art centre venues across the West Midlands and also Rewind 1970's show to hospitals
- c) to develop a training package for activity co-ordinators in care homes and group settings that care for older people and people living with dementia
- d) to develop an arts programme of workshops for children/young people that have mental health issues
- e) to deliver a continuous 30 week programme per year of arts for well-being workshops with working age adults