

INSTIGATE ARTS THEORY OF CHANGE



WE INSTIGATE CHANGE THROUGH ARTS PRODUCTION & PARTICIPATION

We are a Community Interest Company of working-class creatives and industry experts.

We use creativity to drive positive change for individuals, organisations, communities and economies, with social justice at the heart of our work.



The UK arts sector faces increasing pressure, with oversubscribed public funding, unpaid labour and systemic barriers that disproportionately affect marginalised artists.

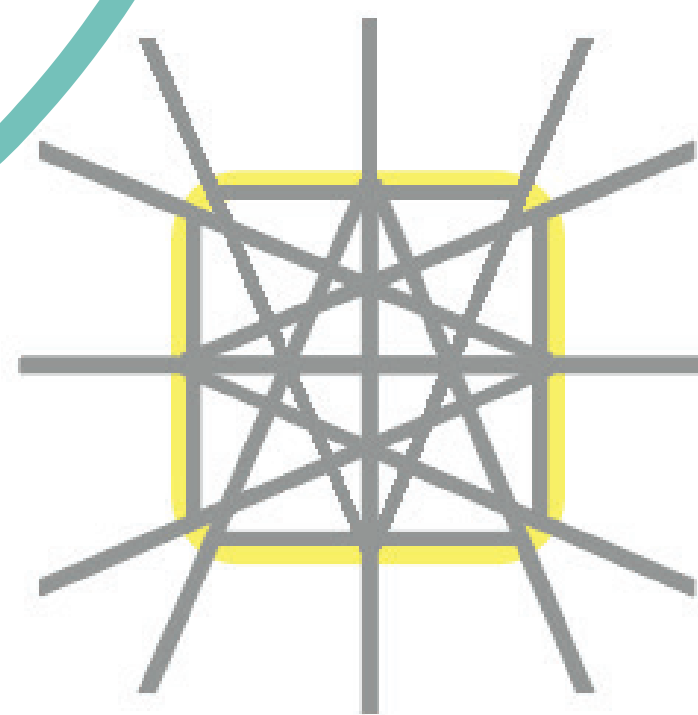
Working-class creatives, disabled artists, older emerging artists and carers continue to face barriers to representation and sustainable careers. This narrows the creative talent pipeline and reduces diversity of voice.

At the same time, businesses and developers increasingly recognise the value of culture, wellbeing and community investment, but often lack trusted partners who can connect them meaningfully with local creative communities.

WE HAVE TWO CLEAR MISSIONS:

1. To help marginalised artists build **sustainable careers and create their work unhindered**, benefiting communities and contributing to culture. We work with galleries, festivals, museums and universities to challenge hierarchies of representation.
2. To bring **artistic thinking and marginalised voices into the heart of the corporate sector**, connecting businesses and developers with the creative ecosystems within their communities.

Our overarching aim: to challenge hierarchies of representation across all sectors and inspire creativity in all.



WE WILL DO THIS BY:

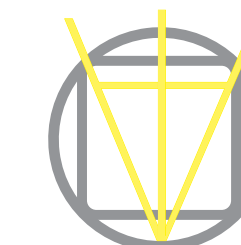
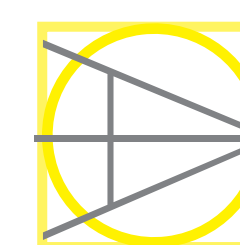
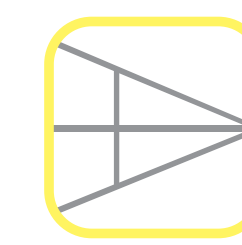
- Building a sustainable business that enables us to thrive and fairly remunerate labour.
- Building agency, confidence, opportunity and sustainability for marginalised arts professionals.
- Nurturing wellbeing, expression and creative freedom.
- Connecting corporate funding, CSR and EDI investment with meaningful creative and social change.
- Promoting marginalised voices and strengthening links between communities, creatives, businesses and the public sector.
- Creating meaningful partnerships where people, ideas, resources and value can be shared for maximum impact.

THIS WILL ENABLE US TO DELIVER:

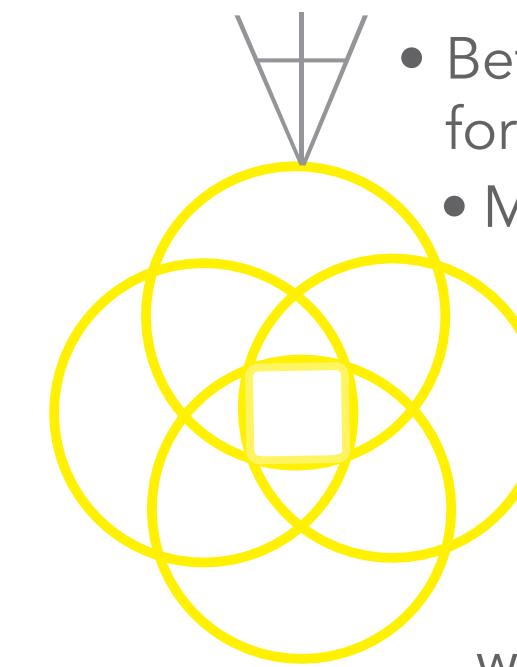
- Mentorship and support for marginalised artists and sustainable artist livelihoods.
- High-impact creative initiatives that build community, cohesion, opportunity and wellbeing in areas where resources are limited.
- Creative programmes that challenge hierarchies of representation and increase engagement with the arts.
- Support for local independent venues to build agency, skills and sustainability.
- Bespoke creative, wellbeing, team-building, EDI and CSR initiatives for public and private sector organisations.
- Placemaking and community initiatives with developers.
- Positive social change through creativity.

THIS WILL HELP US ACHIEVE OUR VISION:

A world where artistic and creative thinking is at the core of all sectors of society.
A world where money, opportunities and representation are fair and equitable.
A world where social justice is at the root of all we do, and arts and creativity are how we achieve it.



AS A RESULT WE WILL BEGIN TO SEE:



- Better representation and greater influence for marginalised voices.
- More diverse, innovative art and artists in our towns and cities.
- Stronger pathways to sustainable creative careers.
- Healthier and more connected communities, creative ecosystems and workplaces.
- Increased cultural value and creativity within our cities and organisations.
- Improved wellbeing and more impactful use of corporate resources and volunteer time.
- Meaningful and sustainable change within organisations and communities.

THIS WILL MEAN THAT:

- Artists and organisations have greater agency to create positive social change.
- People, ideas, opportunities, resources and value move more freely between sectors and communities.
- New and original work is created, contributing to a vibrant culture.
- Resources are used effectively and meaningful impact is achieved.

