



East Midlands



East Midlands
Contemporary
Visual Arts Network

Annual Report 2018



Our Mission and Aims

Our mission is to strengthen and develop the contemporary visual arts sector in the region, working collectively to safeguard the future of artists and our sector as a whole.

We are a catalyst for new ways of working and through collaborative working, online features, investment in arts practice and audience engagement seek to contribute to a flourishing visual arts habitat, from making to presenting, where artists, organisations and audiences prosper.

Our projects in 2018 aimed to:

Bring together artists and organisations to tackle common issues, resulting in new ways of working and more informed decision-making.

Celebrate and promote contemporary arts in the region, from making to presenting.

Support collaborative working across the region leading to new opportunities, new experiences and new networks.

Activity & achievements

Since publishing our last Annual Report delivery of our annual event, concluding Document, In Another Place and The Start of Something projects, as well as continuing our Curating the East Midlands and Meet the Artist features, have enabled us to achieve a number of significant aims.



Between October 2017 and October 2018 we achieved 14 significant goals.

Held

1 annual event, Another World is Possible, in Northampton inviting delegates to collectively explore risk taking, how it can raise aspiration, create demand and bring about change.

1

Showcased

12 artists and 12 curators in our Meet the Artist and Curating the East Midlands online features and developed our 'Instagram Takeover', giving the editorial role to each contributor.

2

3

Created

opportunities for over 300 BA and MA students across the visual arts disciplines to hear directly from and, in some cases, work alongside practising artists and art world professionals, 6 to make new work for presentation and 8 to co-produce and implement an evaluation methodology for The Start of Something.

4

Invested

directly in the careers of 6 regionally-based artists through Document, supporting their professional development, commissioning an article for A-N's website, co-authoring an article for Arts Professional and an academic poster, drawing directly from their experiences, screening their short films to and creating opportunities for dialogue with a variety of audiences, and co-producing an exhibition of their work at Artcore in Derby.

Brokered

new relationships and conversations for circa 100 people through The Start of Something.

5

Provided

opportunities for approximately 360 artists and arts professionals to network, socialise and converse.

6

7

Designed

a vibrant, region-wide exhibition of billboard hoardings featuring 12 new artworks as part of our project In Another Place, reaching a live audience of circa 3.6 million. Secured coverage for In Another Place from BBC radio and television, reaching a broadcast audience of circa 3.5 million for In Another Place.

8

Supported

the careers of more than 240 regionally-based individuals including artists, curators, producers and educators.

Worked

with approximately 190 artists and 30 organisations.

9

Engaged

an online community of 4.5k individuals.

10

11

Produced

12 monthly newsletters for a readership of over 300.

12

Promoted

more than 280 events, exhibitions and activities on our website to regional and national audiences, and many more on social media and provided access to 440 sector-related opportunities on our website and many more on social media.

Developed

our regional Art Map.

13

Generated

£9,577 in income &
approximately £28,000 support
in kind.

14





Digital engagement

Mailing list:

We are building a subscription base following the new GDPR regulations. It remains the case that each new campaign that we distribute results in new subscribers and our open rate remains consistently higher than industry average.

Social media:

Our activity and profiles have continued to expand and we now have over 2,000 followers on Twitter (30% increase), 1,470 Facebook (18% increase) and 984 Instagram followers (85% increase).

Online:

We engaged nearly 11.5k users through our website. Per month we achieve an average of:

2018

944 users

1,459 sessions

3,348 page views

2.3 pages per session



A 2% decrease in new visitors could suggest that many of last year's new users have become regular users.

By far the most visited section of our website is still the Opportunities, with visitors continuing to engage most with: Opportunities>Projects>Events

Our digital audience significantly increased over the year, as a result of launching the bespoke website for our In Another Place project and following the uploading to Vimeo of Six Artist Stories - the short films produced for our Document project.



Feedback

CVAN EM is the point where all lines meet.

CVAN EM's role in bringing people together and fostering solidarity fulfils a vital function.

CVAN EM's website and regular email newsletter are valued by all as a trusted resource that has no equivalent elsewhere.

CVAN EM fosters a sense of community and common cause and allows individuals to broaden their professional horizons and combat their isolation.



Summary and next steps

We are delighted with our achievements over the last year!

We have delivered a host of activities, established a range of relationships and secured significant support in-kind. We have created opportunities for new skills, networks, projects and practices to develop, and have gained visibility, credibility and track record.

The programme has given us a solid platform on which to develop our next phase of activity, It Takes A Region To Raise An Artist, which will see us working in new ways, with new partners, in parts of the region where we have not worked extensively before.



Contemporary Visual Arts Network East Midlands

Email:
info@cvaneastmidlands.co.uk

Website:
cvaneastmidlands.co.uk

Twitter:
[@CVAN_EM](https://twitter.com/CVAN_EM)
Facebook:
[CVANEastMidlands](https://www.facebook.com/CVANEastMidlands)
Instagram:
[cvaneastmidlands](https://www.instagram.com/cvaneastmidlands)

Follow:
[#ItTakesARegionTo](https://twitter.com/hashtag/ItTakesARegionTo)

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