



# Executive Summary

*“Participation in the arts should not be dependent on where people live or their social, educational or financial circumstances.”*

## Arts Council England

**EXTENDED AUDIENCE REACH (2018) - 1,863,412\***

**NUMBER OF ARTISTS INVOLVED (since 2012) - 3,150**

The Festival has NEVER had secure funding - but we are going to change this:

- Earned income has increased by 425% in five years.
- Tina Morris, Festival Director, has successfully raised over £744,500 from the Arts Council in the past 6 years.

Coastal Currents Arts Festival is now in its twentieth year as a leading multi-arts festival celebrating the culture of our region. With our Open Studios programme involving more than 300 local artists every year, we are one of the few festivals of this type in the UK; grown from the community whilst raising public funding to create high quality cultural experiences and interventions which encourage permanent environmental change.

Moving forwards, we will continue to expose and involve the greatest amount of people possible in a collective celebration of culture on the south coast.

Our vision is to support the whole of the creative community in 1066 and the surrounding area, bringing opportunities, commissions, footfall and tourism whilst positioning this coastal area, rich in creativity, as an international destination for the arts.

\*Based on Physical Audience 129,522, Online Reach 362,234, Press Reach 603,674, TV & Radio Reach 67,982 and Extended Reach (over 2018) 700,000. We estimate an additional Legacy Reach of 6,850 DAILY from ongoing exposure to permanent public art. Figures from Coastal Currents 2018 Arts Council England Evaluation.

In 2019 the theme of Coastal Currents Arts Festival will be “Environment”, a strong creative message that we feel will gather support and can offer new funding streams. We are a county-wide festival which looks to create positive change at street-level. We are in an unique position where the environment is a key influencer in the artistic lives of the community and as such the elements provide a perfect theme which we can use for betterment.

By 2020, Coastal Currents will be a not-for-profit organisation. We will look to leverage monies from trusts and foundations, Heritage Lottery Fund and other sources including local authorities to develop even more partnership activity.

Coastal Currents is proud to create programming that blends high quality, innovative outdoor performances and bespoke visual arts commissions rooted in reinventing and rejuvenating unusual areas, venues and locations, thereby increasing the public’s exposure to a multitude of art forms.

Coastal Currents has developed strong partnerships with major arts organisations nationally. We continue to foster relationships both nationally and internationally to extend the scope of the projects we curate.

We support the business community using creative programming that places our commissioned art works in locations that bring greater footfall and spend. We also provide an umbrella marketing brand which benefits the businesses we partner with and allows for strong and continued relationships year on year.

Coastal Currents is an internationally significant arts festival with a unique focus on inclusive, accessible art that an audience “happen-upon”; using cultural explorations and interventions in the public realm. Work that animates the town; drawing local and visiting audiences together whilst creating meaningful and long term partnerships with local venues, businesses, artists, galleries and public services.

Coastal Currents will continue raising funds to create long standing legacy pieces which fit with the region’s regeneration strategy.

*“We are changing the way we look at our environment and town through high quality cultural activities in the public realm, which have a true legacy and impact on the artists involved and our audiences.”*

**Tina Morris, Festival Director**

# 2019 Festival Programming Plan

We need to raise £20,000 seed funding to apply for Arts Council England support for the following programme:

## THE THEME OF THE FESTIVAL FOR 2019 IS ENVIRONMENT

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Therefore we will ask artists to consider topics such as:

- Energy generation
- Environmental impact
- Outdoor legacy
- Regeneration
- Street Art/Beautification
- Waste/Plastics/Pollution

Commissions will focus on:

- Cleaning up the environment
- Offering solutions to current/future issues
- Bringing together communities to improve their surroundings
- Generating positive energy and delivering key messages in the community
- Reducing waste

## STRANDS

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### LAUNCH PARTY

- A collection of performances and interventions usually attracting 600-1000 people

### OPEN STUDIOS

- 300 artists on average take part in our open-access Open Studios programme
- A new extension to Open Studios covering Eastbourne

### STREET ART

- 10 prominent street canvas' decorated by local artists working in a variety of mediums
- Public art installation
- Beach sculpture by Internationally renowned artist
- A gable end urban art commission for the Queens Road in partnership with Love Hastings BID

### PERFORMANCE

- Willi Dorner's Every-One
- Home Live Art and The Marlborough Theatre's Queer Siblings Part 2
- Coastal Currents does Stade Saturdays

### EXHIBITION

- Stade Hall - 40 artists over 10 days
- Neurodiverse Artists exhibit in Ruby's Rooms
- East Sussex College partnership
- Electro Studios Project Space
- Curation in partnership with the De La Warr Pavilion
- Curation in partnership with the The Towner Gallery and The Devonshire Collective

### INTERVENTION

- Philip Oakley
- Ben Urban

### EDUCATION

- Taking workshops into schools
- Outreach workshops in the community partnering with local arts organisations
- Curation in partnership with the De La Warr Pavilion
- Professional development opportunities for artists

### HERITAGE

- A celebration of the Trinity Triangle

# Ways You Can Help

## CROWDFUNDER

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Even the smallest amount helps. Donate at [gofundme.com/coastal-currents-2019](https://gofundme.com/coastal-currents-2019)

## SPONSORSHIP

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### GOLD

- Patron of the 2019 Festival
- Associated with a major curated programme element with mentions throughout the Festival
  - Staff involvement in the project
  - Fun/Training/Volunteering/Press Opportunity
- VIP drinks reception
- Thank you on the first page of the festival brochure
- Advertising on all pages of the Festival website
- Sponsors acknowledgement page on the website
- Mentioned in all the Press as: "Helping to save the Festival"
- Your logo on all our marketing materials:
  - Posters
  - Flyers
  - Banners
  - Street signage (vinyls, wayfinders)
  - Station signage
  - Festival Brochure
- VIP Tickets to ANY of the ticketed events including some partner events
- FULL Page Ad in the Festival brochure

### SILVER

- Your logo on all our marketing materials:
  - Posters
  - Flyers
  - Banners
  - Street signage (vinyls, wayfinders)
  - Station signage
  - Festival Brochure
- Sponsors acknowledgement page on the website
- VIP Tickets to ANY of the ticketed events including some partner events
- Full page Ad in the Festival brochure

### BRONZE

- Sponsors acknowledgement page on the website
- Logo and thank you in the festival brochure
- Half page Advertisement in the Festival brochure

### VOLUNTEER

Help us with anything from invigilation to setting up events or assisting an artist.

Email us at [info@coastalcurrents.org.uk](mailto:info@coastalcurrents.org.uk)