



VICTORIA BATHS TRUST

Arts Manifesto

Victoria Baths has developed a strong reputation as a venue for arts and culture, both for commercial purposes such as filming and as a venue that hosts a wide variety of arts activities and supports artists at all levels in their career. Due to the volume and high quality of decorative arts within the building, any visit to Victoria Baths can be considered an arts engagement.

Victoria Baths Trust's charitable aims and activities, as registered with the Charity Commission, include ***'to create and promote opportunities at Victoria Baths for the public to undertake a variety of recreational and cultural activities including swimming and arts events.'***

As part of the vision of Victoria Baths Trust, access to arts and culture is identified as a key experiential outcome:

Presenting the best of contemporary and community arts, making a unique contribution to Manchester's cultural offer in a setting where you may marvel at the exquisite stained glass, mosaics and ceramics

This document aims to set out ways in which Victoria Baths can promote arts opportunities within the building; prioritise arts and cultural activities within the programme; and increase Victoria Bath's standing within Manchester's cultural offer. For the purposes of this document, 'arts' are defined as: art (including visual and decorative), theatre and performance, creative and digital media, music and sound, photography, film and visual media, literature and dance. 'Artists' are defined as those working in these media.

Aims

The aims of arts activities at VB are:

1. To develop VB as a venue that offers excellent arts engagement and development opportunities to artists and audiences in Manchester
2. To support artists at all levels of their career
3. To showcase the high quality decorative arts in situ at VB
4. To increase the diversity of building uses and visitors
5. To bring commercial and fundraised revenue
6. To raise the artistic profile of VB, that will enhance its brand, reputation and charitable purposes

We will develop our reputation for supporting artists and arts events in the following ways:

1. Venue hire prices can include reduced rates for amateur, student and emerging artists wishing to film, perform, photograph or exhibit at VB.
2. We will build relationships and work collaboratively with commercial cultural organisations such as film companies, location agencies, media and advertising agencies etc to develop a reputation for excellence as a hireable venue
3. We will attend and support cultural networking events within the region to promote the cultural value of VB, and we will build relationships with other cultural organisations within the area to extend our cultural offer.
4. We will commission and curate specific artistic projects within the VB public and fundraising events programme which are of high quality and meet the VB events and activities priorities.

August 2018