



## Anteros Arts Foundation

### 3 Year Business Plan

2022 – 2025



# Introduction

We are an arts charity set up in 2010 dedicated to the education and promotion of the arts in Norfolk, utilising a city centre location in Norwich to offer exhibition spaces and art classes.

We are a self-funding charity with an accompanying limited company designed to raise income to support our charitable aims and maintain our beautiful Grade II listed building.

Our strategy sets out what we hope to achieve over the next 3 years in order to meet our mission as an organisation. We have set out five main objectives that will not only work towards our vision but will also see us grow in strength as an effective organisation.



# Key Achievements

- We are a recognised exhibition space in Norwich and have hosted 224 exhibitions
- We have an established Fine Arts diploma with experienced and professional tutors who have taught 31 students
- We have maximised space in our building for artist studios with 11 resident studio holders
- We offer a range of art classes, running 186 classes to date
- We are a growing music venue which has hosted 38 music events
- We have offered our spaces to the community, hosting 258 room hires
- We promote 30 local artists in our gift shop

(All figures are up to end of 2021)



# Our Vision

We believe art is fundamental to people's wellbeing and that it should be open to everyone.

We will provide Norfolk with a high quality arts venue which champions East Anglian artists and brings art to all.

We will provide access to art through educational opportunities and access to a programme of exhibitions.

With a warm welcome and it's unique historic character, Anteros provides a relaxing environment to learn, see and experience the arts in the centre of Norwich.



# Our Mission

***‘to make art accessible to everyone’***

As a charity, Anteros Arts Foundation aims:

To offer quality fine art courses for all levels of practice

To exhibit a diverse and varied selection of fine art exhibitions that are free to enter and reasonably priced for artists

To programme high quality music events at affordable prices

To strive, where possible, to offer opportunities for learning alongside our concerts and exhibitions

To promote social inclusion through the arts by providing a safe, informative and friendly place to visit

To maintain a grade II\* listed building and keep it open to the public

To offer opportunities to engage with art for all ages



# Our Objectives

We have identified five objectives that over the next three years will make the charity stronger and place it in a more sustainable position.

1. Provide access to art
2. Develop our profile
3. Build our income
4. Maintain our building
5. Grow the organisation so that it has capacity to take forward its mission



# 1. Provide access to art

Our core mission is to make art accessible to everyone and we seek to do this by bringing art to Norwich through exhibitions and providing educational opportunities, fostering an artistic community at Anteros and by championing local artists.

We will achieve this by:-

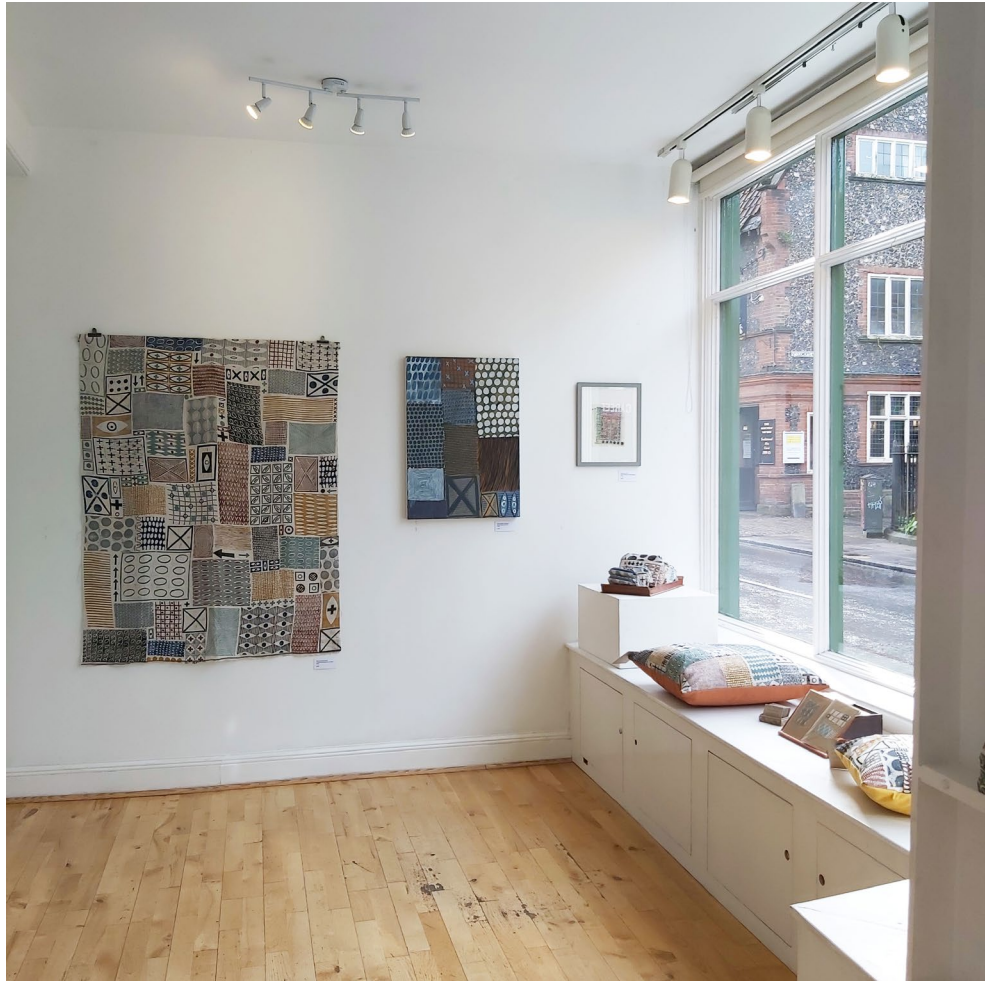
- Hosting a diverse range of regular exhibitions
- Running an annual programme of art classes, linking to the exhibition programme as much as possible
- Fostering an Anteros artistic community
- Hosting artist in residences
- Running a membership scheme
- Managing an art reference library



## 2. Develop our Profile

Our aim is to become a more widely recognised arts venue in Norwich. We will achieve this by:-

- Creating a marketing strategy, including establishing brand identity and guidelines
- Participating in local events e.g. Norfolk Open Studios, Norwich Makers Festival, HOD
- Carrying out audience research and evaluation
- Establishing an annual programme of activity with clear themes and objectives



### 3. Build our Income

We will become financially resilient by:-

- Writing a fundraising strategy
- Seeking funding from a wider range of public, trust or corporate sources to further our work
- Maintaining and building a shop at Anteros
- Ensuring our rooms and spaces are utilised throughout the year
- Re-establishing music events at Anteros



## 4. Maintain our Building

We will maintain the repair of our building to offer a safe and welcoming space for the community. We will achieve this by:-

- Establishing an annual and quinquennial maintenance plan
- Building a list of trusted contractors
- Completing action points from the Fire Risk Assessment
- Completing outstanding repairs



## 5. Grow the Organisation

We will seek to grow our capacity, capability and resources to achieve our full potential. We will achieve this by:-

- Recruiting volunteers into a wider range of roles
- Recruiting trustees to the Board
- Developing partnerships with local arts organisations and businesses



OUR GALLERIES USED  
FOR EXHIBITIONS 75%  
OF THE YEAR



30 VOLUNTEERS  
BY 2024

15 MUSIC EVENTS  
IN 2024



9 MEDIA MENTIONS A  
YEAR BY 2024

40 ART CLASSES  
A YEAR



# Measuring Success

We will measure our progress against a set of key performance indicators (KPIs) that we have identified will help us achieve our objectives.

GROW FOLLOWERS  
BY 1000 A YEAR



RUN 4 ART  
CLASSES A MONTH

WORK WITH 5  
COMMUNITY  
PARTNERS EACH YEAR



OUR ROOMS HIRED  
75% OF THE YEAR

A SHOP WHICH  
SUPPORTS  
40 LOCAL ARTISTS



INVOLVED IN 9  
COMMUNITY EVENTS  
A YEAR BY 2024



50 LIBRARY USERS  
BY 2024

25 ANTEROS  
MEMBERS BY 2024



ARTIST IN RESIDENCE  
OPPORTUNITIES

75% OF OUR  
EXHIBITIONS HAVE  
AN EDUCATIONAL  
OPPORTUNITY





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