

## FLEXIBLE FUNDING ASSESSMENT

<b>Applicant name:</b>	Arika Heavy Industries Limited	
<b>Application Reference number:</b>	G201001060	
<b>Amount Requested (Year 1/Year 2)</b>	£150,000	£154,000
<b>Officer's recommendation</b>		
<p>Summarise the key points of your assessment and draw out the strengths and weaknesses of the application taken together with any comments you have received from source evidence (portfolio of evidence/ internal / external consultation). Highlight any specific risks</p> <p><i>Note: The amount of information you provide here should be sufficient for the decision maker to reach a decision. As with all previous commentary boxes please do not exceed 250 words</i></p>		
<b>Comments:</b>		
<p>Arika have an enviable track record for presenting the highest quality experimental art in all forms. They have grown the organisation and the work it presents from nothing to become a respected organisation. In terms of artistic quality, their reputation and track record is again very good. Because of its nature it is unlikely that all critics will like all of the work Arika presents, but to some degree that is precisely the point of such underground and experimental practice, to challenge and assault our conceptions.</p> <p>Arika's work and proposed programme and development meets current Music Department and Visual Arts Department priorities and has a very high correspondence to core Flexible Criteria. In addition their work has attracted support from Scottish Screen.</p> <p>This funding application, if successful, represents an investment in Arika as an organisation - to stabilise its activity and to establish it as a full-time concern and allow them to spend time researching and developing projects over a longer time scale and with a degree of security.</p> <p>They have operated very effectively and prudently in their current form but I do not feel that these successes are sustainable on a long-term basis unless they can develop their organisation operationally and begin to pay themselves for their work.</p> <p>Because of the strong artistic vision and focus of the organisation the quality, variety and uniqueness of the work they present I rate this as High, but fully appreciate that the financial request is still high, even if the proposed outcomes are realisable and deliverable.</p>		
<b>Officer's overall priority recommendation</b>		<b>HIGH</b>
Lead Officer signature:		Date: 21/1/2008 Revised 20 March 2008
Print name:	Stuart Thomas	

## Stage 2: Heads of Departments prioritise applications with advice from Specialist Advisors

1. What were the strengths and weaknesses of the application identified by the Specialist Advisors? Please summarise their comments below. What were their ratings of the importance of the application in being supported?

The panel consisted of Murray Buchanan, Paul Bream, Jim Gaitens, Rachel Nelken and Susan Nickalls, with ratings received from Marie Fielding by email.

### Comments:

- Based on available assessments and feedback from the events they curate, Arika's work appears to be of high artistic quality. Although their projects could be high risk, with practice sometimes not matching the ambition of the artistic principle, Arika are doing work done by no-one else in the UK.
- Of the festivals they curate, Arika's Scottish festivals were felt to be more adventurous than their Gateshead festival.
- The panel questioned the drop in the number of planned performances during the period for which funding was requested, but felt that the increase in the number of education and outreach projects was a positive change.
- The provision of a FTE manager would allow the organisation to balance increasing artistic output with essential administrative need. Their leadership in this developing sector would be affected by not solving this imbalance.

The panel rated the importance of the application in being supported as **High**.

2. Summarise the role of the organisation within the infrastructure of the sector. Assess to what extent the organisation's vision will contribute to the department's and to Scottish Arts Council's aims: (to fulfil artists' potential, to increase participation, to place creativity at the heart of learning)

### Comments:

Arika Heavy Industries, is setting new standards and pushing all barriers aside in promoting contemporary work, predominantly in music, but always including a significant and often challenging acoustic element, that can be product and/or location centred and in involving visual arts installation with film and media. The high-spec technological element is also a feature of the Arika programme which now encompasses three experimental/contemporary arts events: Install (Arches/Glasgow), Kill Your Timid Notion (DCA/Dundee) and The Music Lover's Field Companion (The Sage/Gateshead). Arika has also been successful in accessing the TuneUp touring programme for the last three years.

**1. Fit with FXO criteria:** Fully.

**1.1 Excellent artistic vision and leadership; role within sector/support to artists:** See under section 2 (below)-Arika is essentially developing their own sector, to great effect.

**1.2 Improving your engagement with the public:** Arika evaluates audience response after every event and tour. Their audience is extremely specialist, so will never be large in number, but as Arika grow their contemporary acoustic sector, their audience grows with them.

**1.3 Good practice in the governance and management:** Arika need professional administration now to move forward and the work done, to date, by freelance administration has been extraordinary.

**1.4 Practical implementation of your equal opportunities policy; widening access:** This is an engaging, but multi-faceted cross art-form discipline which will widen access, but from a very specialist base.

**1.5 Raising other income at least 25%:** Yes.

**2. Fit with Departmental priorities:** Fully-Arika meet the music department's key priorities of providing high quality live music provision throughout Scotland and beyond, but in terms of sectoral development, Arika has done what no other organisation has ever done to my knowledge and that is to almost establish their own sector for acoustic installation, demonstrated so successfully in TuneUp tours and in their festivals/events. This is worthy of the highest praise and that is evidenced clearly in the comments and recommendations made by both the Specialist Adviser's panel and by the assessing officer (Stuart Thomas).

**3. Fit within Scottish Arts Council aims:** As per section two of this document and my comments herein, Arika easily meet the first aim in terms of fulfilling creative and business potential alone. Each of the festivals Arika curates has a core education programme built in that also embraces creativity and innovation, meeting the third aim too.

**3.** Based on the lead officer's assessment and the subsequent meeting with Specialist advisors, please rate the application (High, medium, low) summarise your reasons for assessing the application as you have (drawing out the strengths and weaknesses of the organisation and highlighting any specific risks)

**Comments:**

It is obvious that the team behind Arika, led by Barry Esson, wish to move this organisation forward significantly and to expand product and its distribution linked to such incredible creative processes, the company's infrastructure needs to grow in an equally creative manner. The administrative team have worked in a freelance capacity, to date, and some FTE support is now essential. This would be met in part by the appointment of a FTE general manager to oversee the growing portfolio of Arika-led activities.

It will be difficult and/or impossible for the Scottish Arts Council to commit to Arika at the level they are seeking, even recognising what a potentially vital and leading role this organisation could play in the future. The amounts requested at £150K and £154,500 respectively are unrealistic, but a more modest investment should be considered positively.

On the basis of their innovation and creativity alone, this application could be rated high.

**1.1 Application rating: High.**

My comments are consistent with both the assessing officer and the Specialist Advisor's panel.

**1.2 Reasons for assessing at this rating:** Innovation allied firmly to creativity, providing access to creative new work in the physical and virtual market places. Meeting SAC aims and departmental priorities.

**1.3 Strengths of application:** Arika provide the highest quality experimental and contemporary art, primarily in music but also engaging with the visual arts, film and acoustic installation. Their portfolio is almost unique within the public and commercial arts market-place.

**1.4 Weaknesses of applications:** A strange weakness, but nonetheless worth expressing, in that if this level of support is agreed for Arika, then this must be seen as a long term investment that would need prioritising for both the SAC and the music department.

**1.5 Specific risks associated with the application:** A high ask, funding-wise and the organisation is not yet geared to deal with the essential organisational development that will be essential, but proposals are there in the plan and that additional resource can be met with effective recruitment.

**1.6 Development areas identified:** Professional FTE management team as outlined.

**1.7 Recommended level of support:** £115,000 in year one and £120,000 year two.

4. Please comment on the geographic reach of the programme

**Comments:**

**1.1 Where will the activity/programme take place?** Arika currently programme festivals in Glasgow and Dundee and through TuneUp have performed throughout Scotland. They currently engage with 8 of Scotland's local authorities.

**1.2 Where will the audience come from?** As already outlined there is not a typical Arika audience, but there is a festival audience for those activities and an international audience for their acoustic installation work, which is unique to Arika.

<b>Head of Department's overall priority recommendation</b>		<b>HIGH</b>
<b>Head of Department's signature:</b>		<b>Date: 14 February 2008 Revised 20 March 2008</b>
<b>Print name:</b>	<b>Ian Smith</b>	

<b>Stage 3: Collective Heads of Department (Arts Development Managers) make recommendations to Directors (Acting Chief Executive, Depute Chief Executive and Co-Directors of Arts)</b>		
1. Summarise the reasons why the final rating has been made.		
<b>Comments:</b> Strong overall fit with FXO criteria. The amount reflects the competitive funding context and assessment recommendation. Support of £100,000 annually proposed to achieve programme delivery by consolidating FTE staffing structure.		
<b>Collective Heads of Department (Arts Development Managers) priority recommendation</b>		High
Chair of Meeting signature:		Date: 2 April 2008
Print name:	Iain Munro	

<b>Stage 4: Directors make recommendations to Joint Board (strategic fit)</b>		
Record the Directors' recommendation and confirm the suggested level of support. If the recommendation differs from Stage 3, please summarise the reasons why.		
<b>Comments:</b> Agree with Stage 3 recommendation. Support of £100,000 annually proposed		
<b>Directors recommendations to Joint Board</b>		High
Acting Chief Executive signature:		Date:10 April 2008
Print name:	Jim Tough	

<b>Stage 5: Joint Board's decisions</b>		
Record the Joint Board's recommendation. If the recommendation differs from Stage 4, please summarise the reasons why.		
<b>Comments:</b> The Joint Board accepts the Stage 4 recommendation		
<b>Joint Board Final Decision</b>		<b>APPROVE</b>
Date: 24 April 2008	If approved for support, enter sum awarded	£100,000 annually

**End of Assessment**