

Harrow Arts Centre Associate Groups Policy

Harrow Arts Centre (HAC) is the only dedicated performing arts venue in the borough and as such aims to be the hub of cultural activity for Harrow. HAC currently provides a base for a number of local voluntary arts organisations who contribute to HAC's vision of 'providing a journey of a lifetime enjoying the arts for people from every background'. In order to further support the local voluntary arts sector HAC is implementing an Associate Groups programme to formalise key partnerships. This policy sets out why Associate Groups are important to HAC, what Associate Group status means, and how Associate Groups are selected.

Purpose

HAC recognises that providing a journey of a lifetime enjoying the arts for people from every background is a vision that can only be achieved in partnership with others. The voluntary and community arts sector in Harrow has a key role in making the opportunities available to local people as diverse, accessible and low cost as possible. HAC recognises that these organisations also represent and serve some very specific communities who may otherwise be unaware of or unengaged in arts activities. HAC has a role in developing grass roots arts opportunities through support for the voluntary and community arts sector which will ultimately lead to higher levels of participation and engagement at HAC.

HAC Associate Groups benefit from:

- One performance at HAC per year (or one performance run of up to 4 consecutive shows every other year) free of hire costs where the event is promoted as part of HAC's core programme and income from ticket sales are split 60/40 in favour of the Associate Group
- Two events at HAC per year with 5% discount on hire costs
- A listing on the Associate Groups page of harrowarts.com with an image, contact details, profile statement and link to the organisation's own website
- All public events staged at HAC by the Associate Group to be listed under the relevant genre on harrowarts.com free of charge
- All public events staged at HAC by the Associate Group to be listed in 'Local Companies' section of the HAC programme brochure free of charge
- All public events staged elsewhere by the Associate Group to be listed on harrowarts.com free of charge
- Priority room booking in May of each year for the following academic year
- The right to use HAC Associate Group logo and promote the organisation as an 'Associate Group of Harrow Arts Centre'

HAC Associate Groups are expected to:

- Use Harrow Arts Centre as the main venue for its activities, regularly hiring rooms and holding events
- Credit Harrow Arts Centre on all print and publicity material using the HAC Associate Group logo
- Link to harrowarts.com from the organisation's own website
- Present a positive image of Harrow Arts Centre to its supporters and audiences
- Provide HAC with space in the organisation's newsletters/ mailings

Applications process:

Local voluntary and community arts organisations are invited to apply using the HAC Associate Group application form. Associate Groups are selected against the criteria listed below. Selection is made by a panel of HAC staff. Applications open in May and close at the end of July with successful Associate Groups beginning their tenure in January. Associate Group status lasts for a period of 3 years after which groups can re-apply. An Associate Group may give up its status at any time.

To qualify for Associate Group status organisations must:

- Be voluntary, charitable or not-for-profit groups
- Be properly constituted organisations that have a management committee and a bank account in the name of the organisation
- Have arts activity as its primary constituted function (i.e. it may not be a school, or religious or cultural group that also provides arts activity)
- Be Harrow-based, (e.g. at least 70% of its activities take place in Harrow; or the majority of its members and audiences are from Harrow)
- Hire rooms at Harrow Arts Centre for its core activities on a regular basis (minimum 6 times per year)
- Demonstrate how their organisation provides arts opportunities for local people that are accessible and affordable
- Be open to anyone who meets the organisations minimum requirements for artistic ability regardless of race, gender, religion or disability

We cannot support:

- Organisations that promote the adoption of a particular faith or religion
- Organisations that promote or oppose any political parties or cause