

# The Value of Creative Spaces

## Survey Results

## Report

**Prepared by:      Arts Access Aotearoa**

Creative spaces are organisations in Aotearoa New Zealand where people can make art or participate in artistic activities. They provide space, materials, resources and assistance in ways that allow for individual and group creative expression, empowerment and self-development.

## Contents

Executive Summary .....	1
Survey Objectives.....	2
Methodology .....	2
Survey Results - by category and question number .....	3
Category: People.....	3
Category: Income and expenditure .....	7
Category: Activity .....	10
Category: Sales .....	12
Category: Beyond price.....	14
Category: Governance and management .....	15
Category: Concern.....	19
Survey Conclusions.....	22
Recommendations.....	22
Appendix A – Survey Questionnaire .....	23

**T** +64 4 802 4349  
**E** info@artsaccess.org.nz  
Toi Pōneke Arts Centre  
Level 3, 61-63 Abel Smith Street  
PO Box 9828, Wellington 6141  
**www.artsaccess.org.nz**

**arts  
access  
aotearoa**  
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## Executive Summary

Responses to the survey show that Creative Spaces are successfully providing access to arts engagement to people who have lived experience of a broad range of disabilities or who experience circumstances that have limited their access to arts activity. They are developing and expanding their programmes. However, most Creative Spaces are very dependent on funding from agencies of central and local government and some struggle to cover basic operating and infrastructure costs.

It is recommended that these survey results are

- used as an advocacy tool to improve the sector's understanding of what Creative Spaces offer and their value to the health and well-being of people who use them
- presented to relevant agencies, funders and supporters to generate a discussion about developing fairer and more stable approaches to funding Creative Spaces in the future.

## Survey Objectives

The survey's primary objective was to provide a snapshot and health check of what Creative Spaces around the country have been doing, what they offer and how they are being managed. The survey's results may serve as a benchmark for monitoring future growth and development in the future.

## Methodology

The survey was conducted using an online questionnaire through SurveyMonkey.com. In January 2016, 52 creative spaces organisations were invited to complete the survey. 32 responses were received during January to March 2016

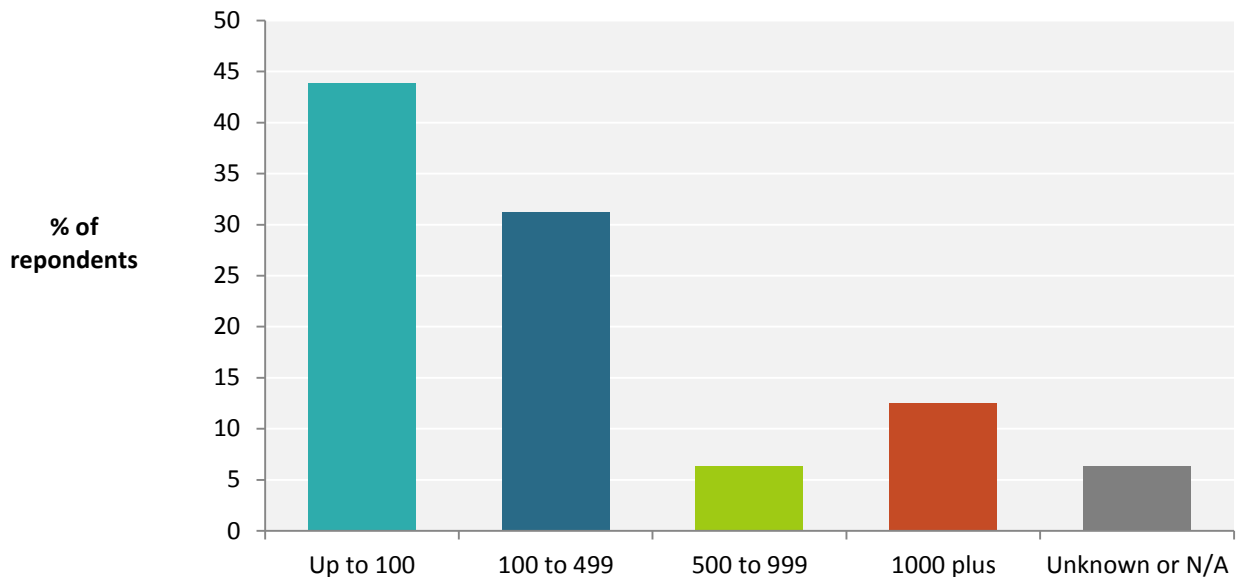
Appendix A contains the complete list of questions.

# Survey Results - by category and question number

## Category: People

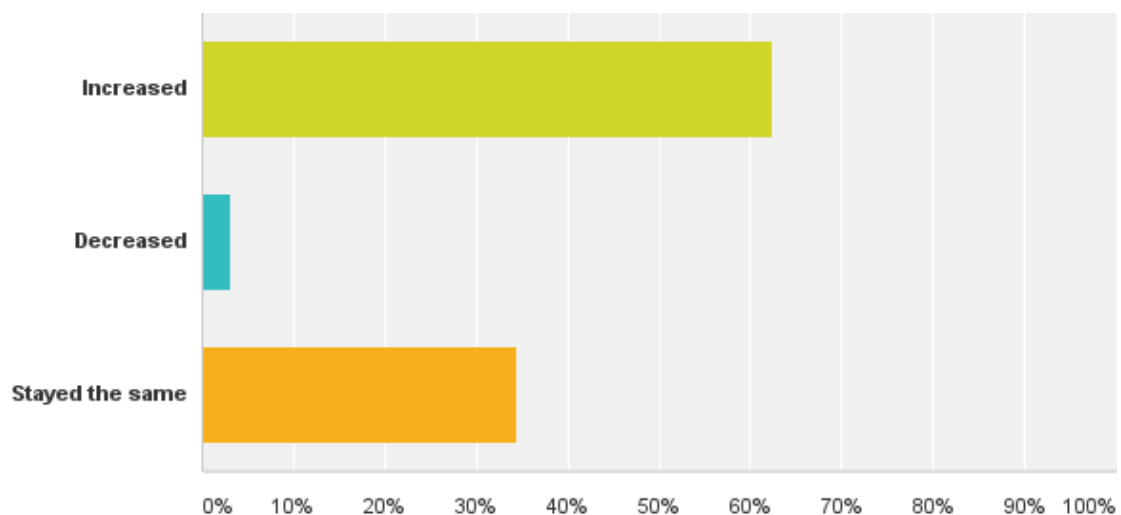
**Q4: How many people used your services and/or activities for the period: January - December 2015?**

Answered: 32 Skipped: 0



**Q5: Has the number of people using your services from January - December 2015 increased, decreased or stayed the same?**

Answered: 32 Skipped: 0



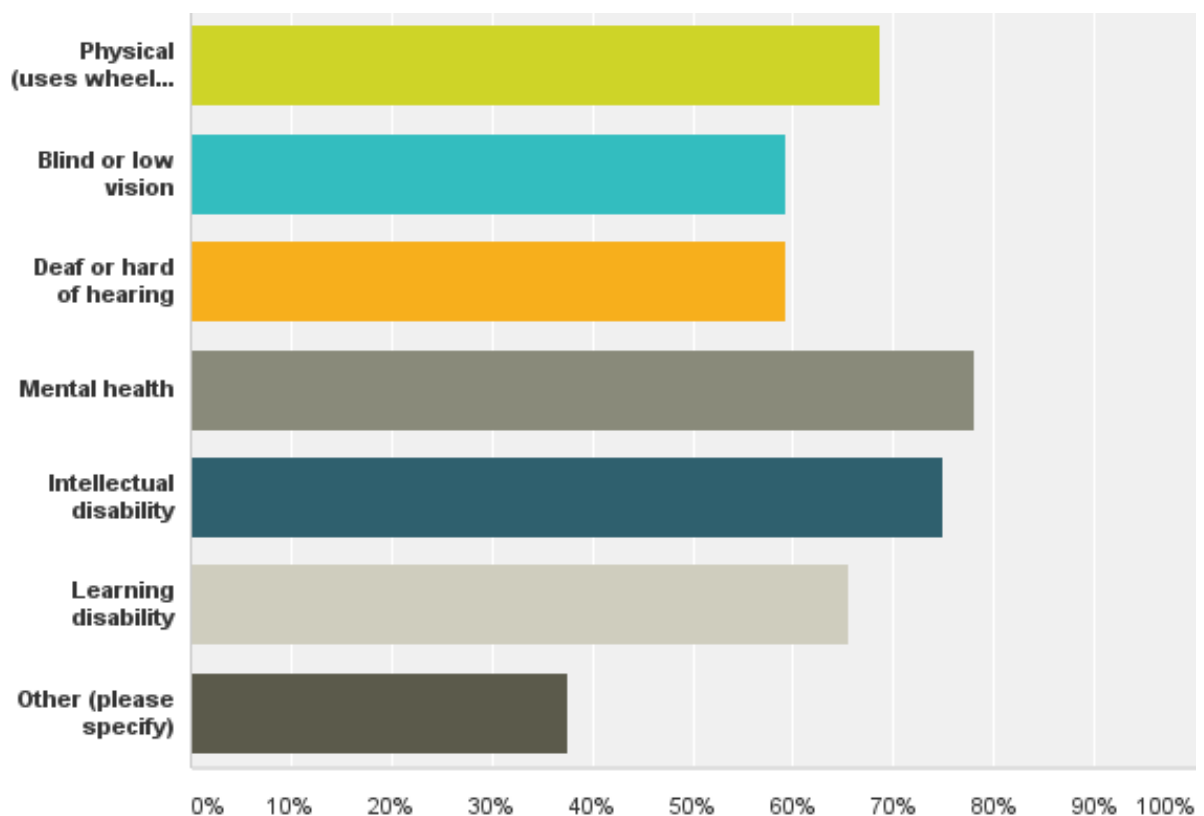
**Q6: If there was a substantial difference [to the amount of clients attending compared to 2014] briefly explain why.**

Only 11 respondents provided a commentary to this question, noting that numbers of people participating were steadily rising. This trend was attributed to the following cited reasons:

1. New programmes
2. Additional classes provided
3. Expanded venue
4. Increased interest in, and demand for disability dance
5. Greater visibility due to an increased number of public events
6. Recently opened space, client base becoming more established over time
7. Increased marketing and publicity
8. Increased social media presence
9. Greater visibility and recognition in the community
10. Noted increase in senior clients
11. Increased community outreach activities
12. Increased online presence

**Q7: Select the types of disabilities your clients / members / participants have lived experience of**

Answered: 32 Skipped: 0

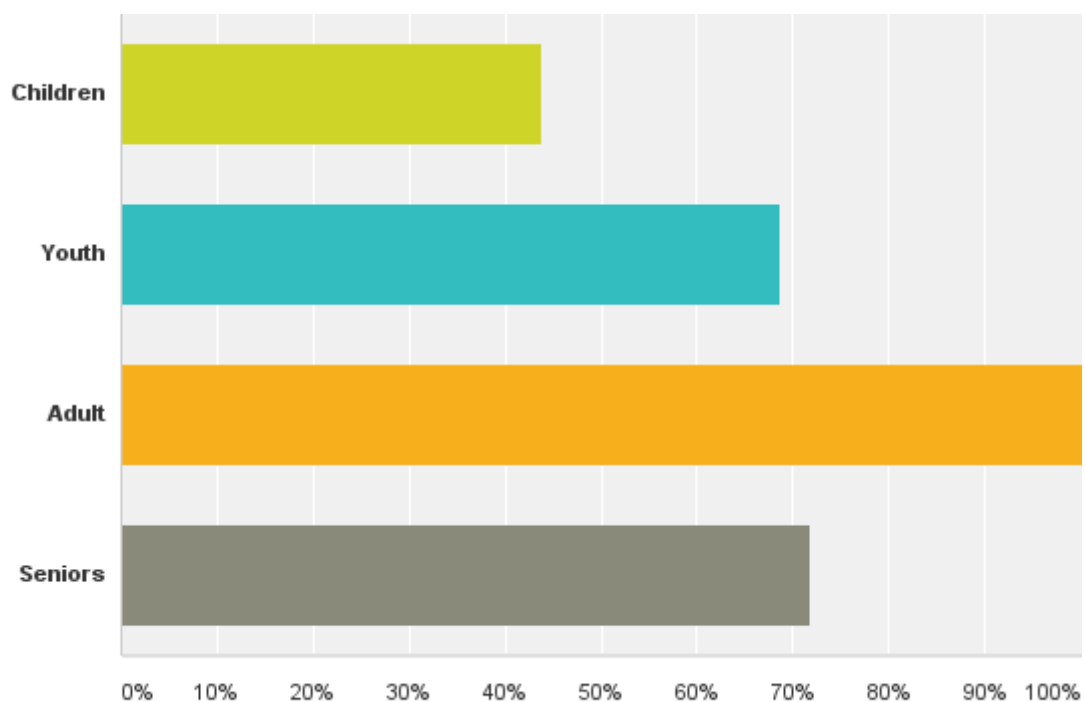


Q7. Answers to **Other (Please Specify):**

1. Addictions (Drug Alcohol & Gambling)
2. Dual Diagnosis
3. not catering specifically for mental health, but ADHD and often clients have anxiety/depression etc. conditions associated with mental health
4. other people who do not identify as having a disability
5. social housing clients, refugees, migrants, community workers, women
6. Earthquake trauma - post traumatic stress
7. we aim for a broad audience including all above groups, plus low income earners and families
8. Not specifically any of the above but some attendees have some of the above
9. Trauma,
10. addictions
11. We are funded for Learning Disability/Intellectual Disability/Autism - however many people have multiple disabilities.
12. autism spectrum

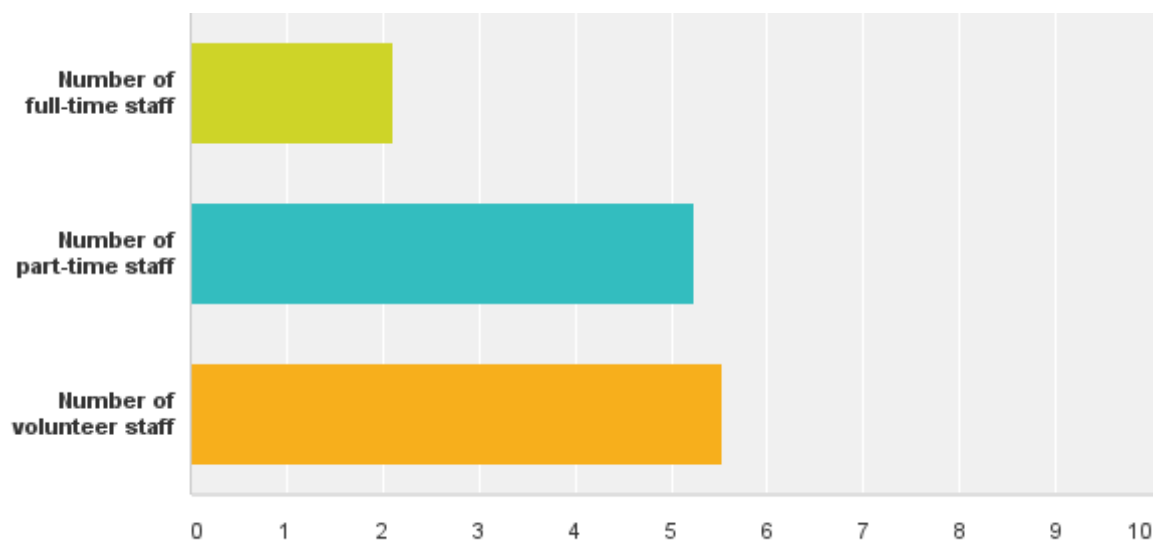
**Q8: What age range do you provide services for?**

Answered: 32 Skipped: 0



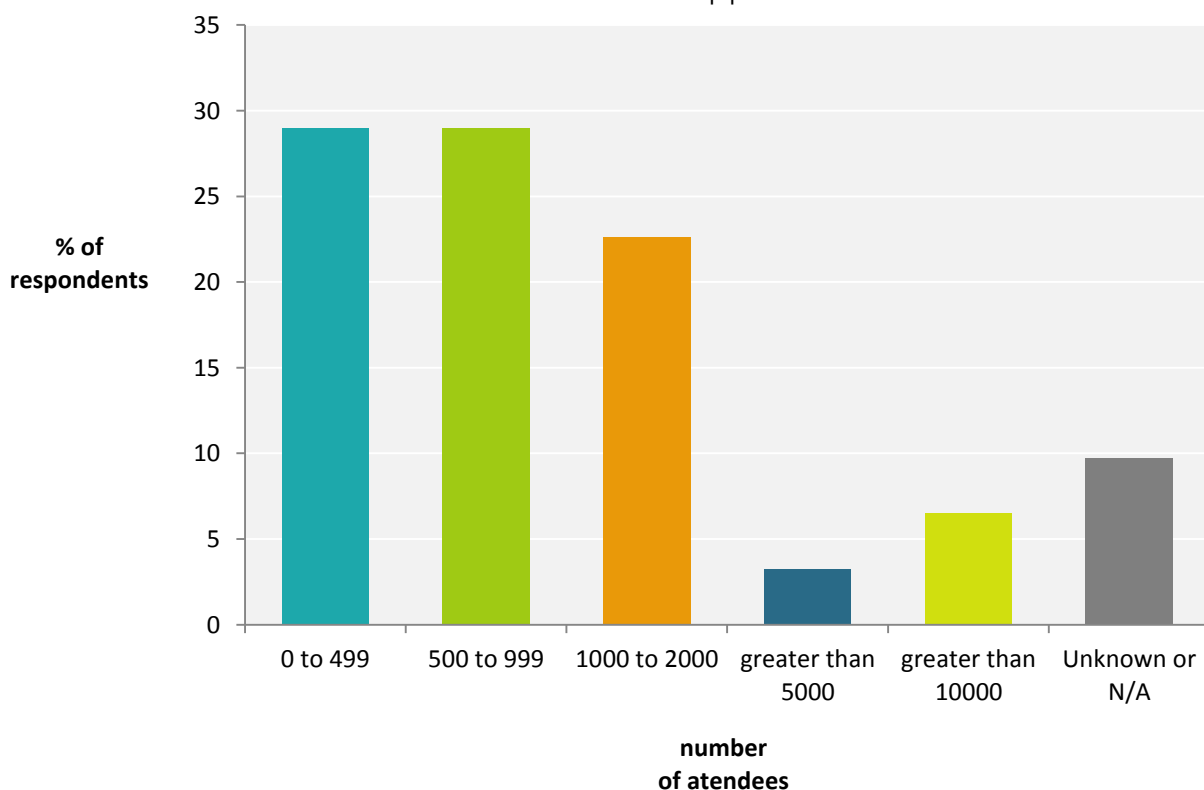
### Q9: Please list the following staff numbers

Answered: 32 Skipped: 0



### Q10: In total, approximately how many people came to your public events in the last year (e.g. exhibitions, fundraisers, performances)?

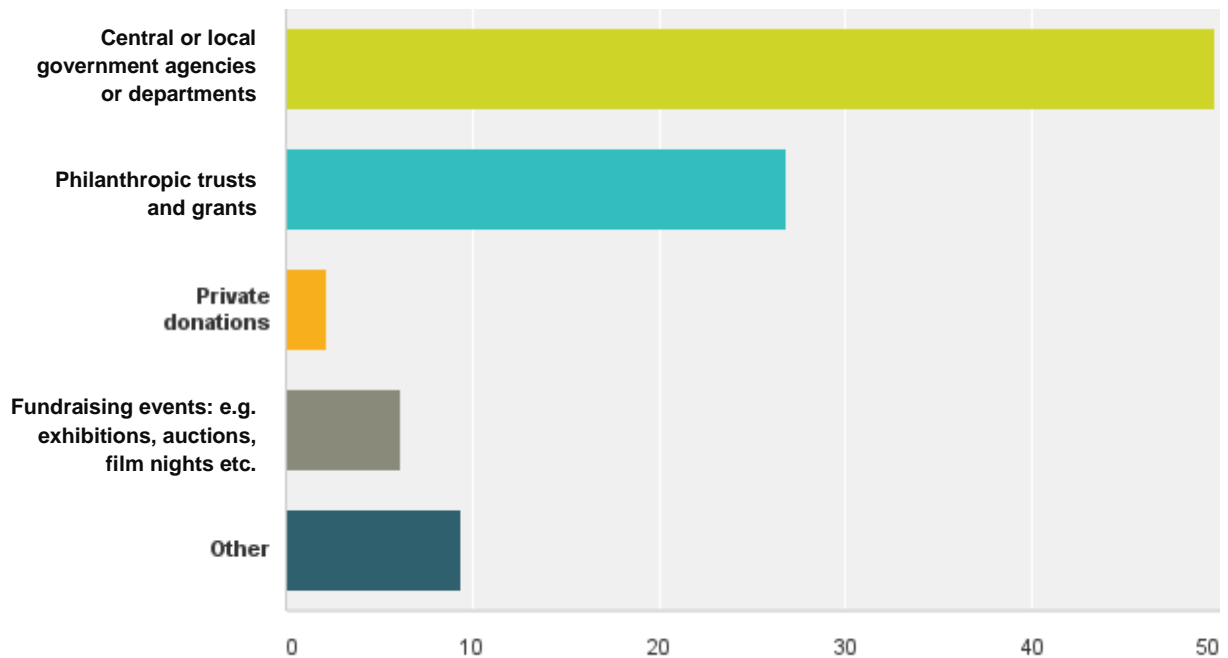
Answered: 31 Skipped: 1



## Category: Income and expenditure

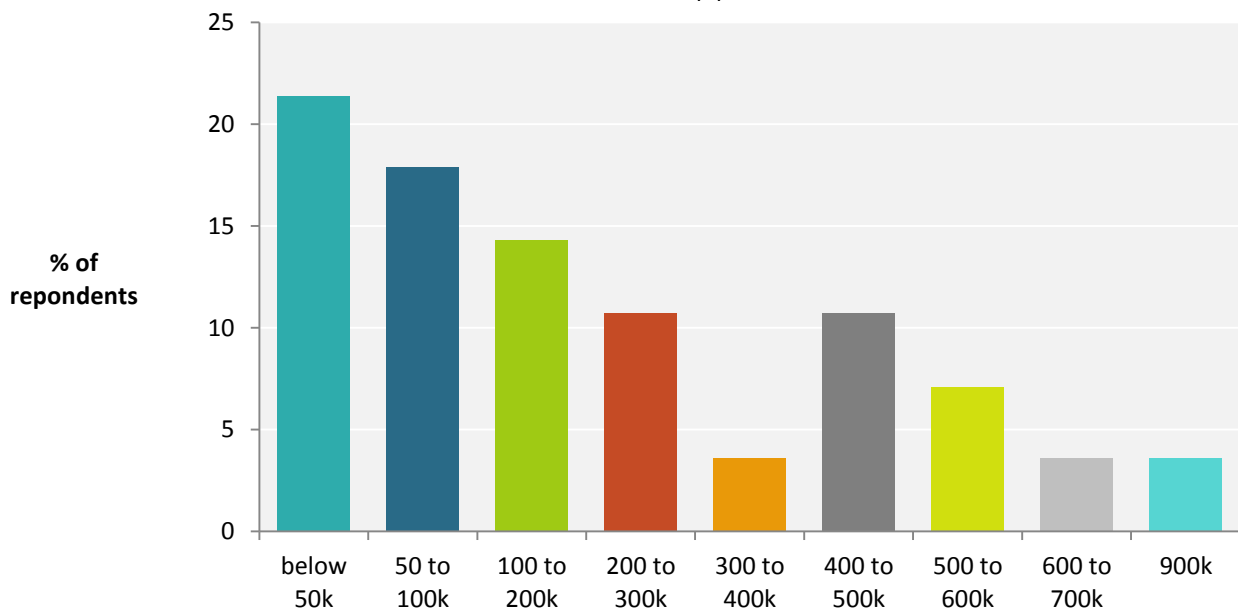
### Q11: What percentage of your income comes from...

Answered: 30 Skipped: 2



### Q12: What was your overall income in the last financial year?

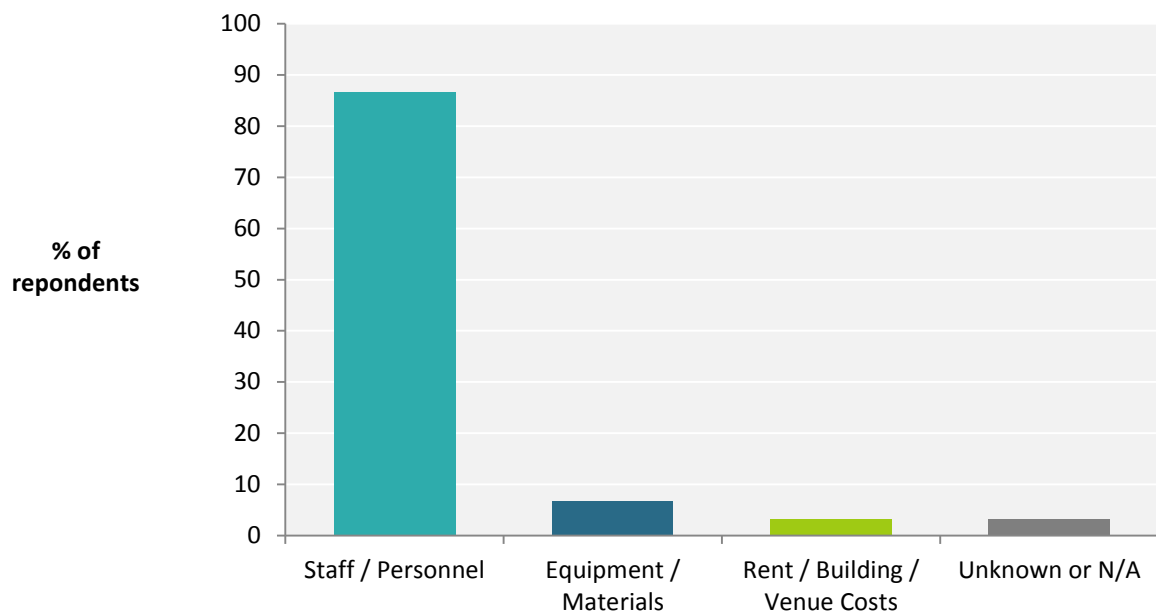
Answered: 28 Skipped: 4





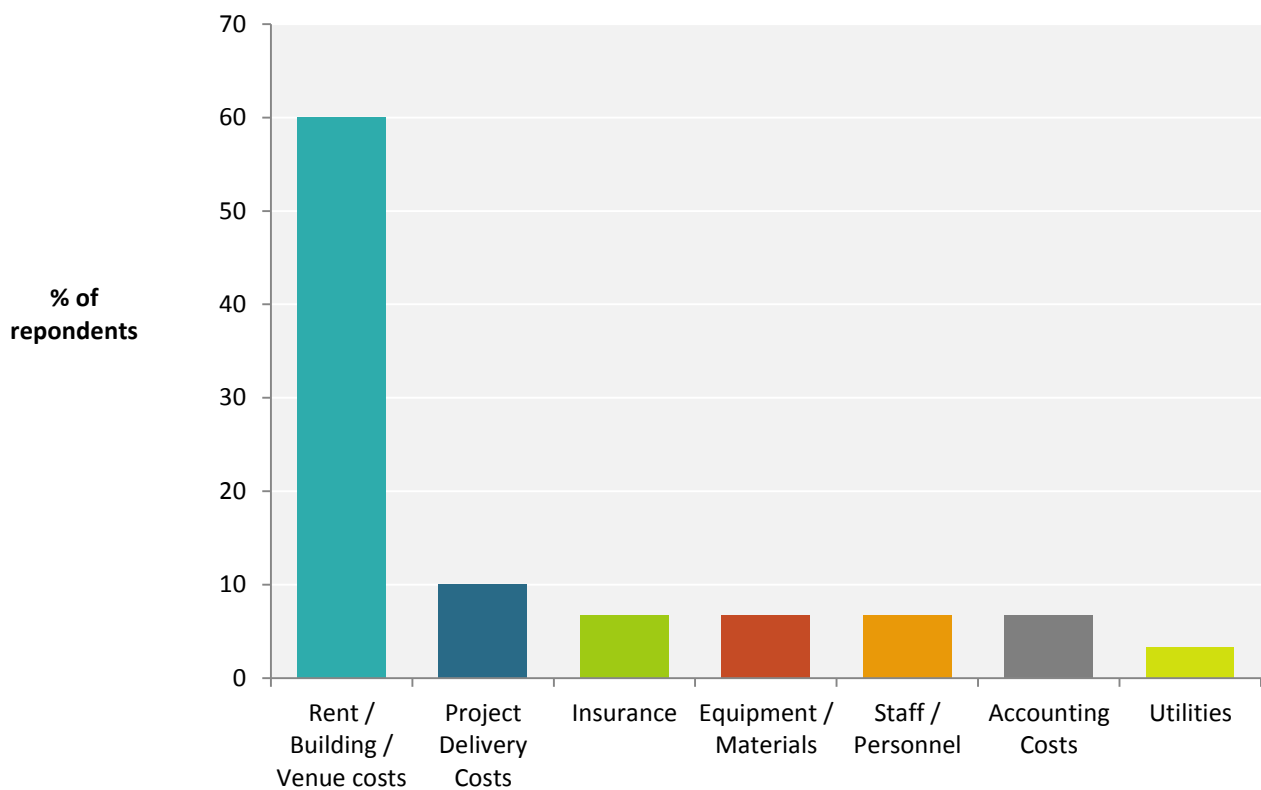
### Q13: What is your largest cost /expenditure?

Answered: 30 Skipped: 2



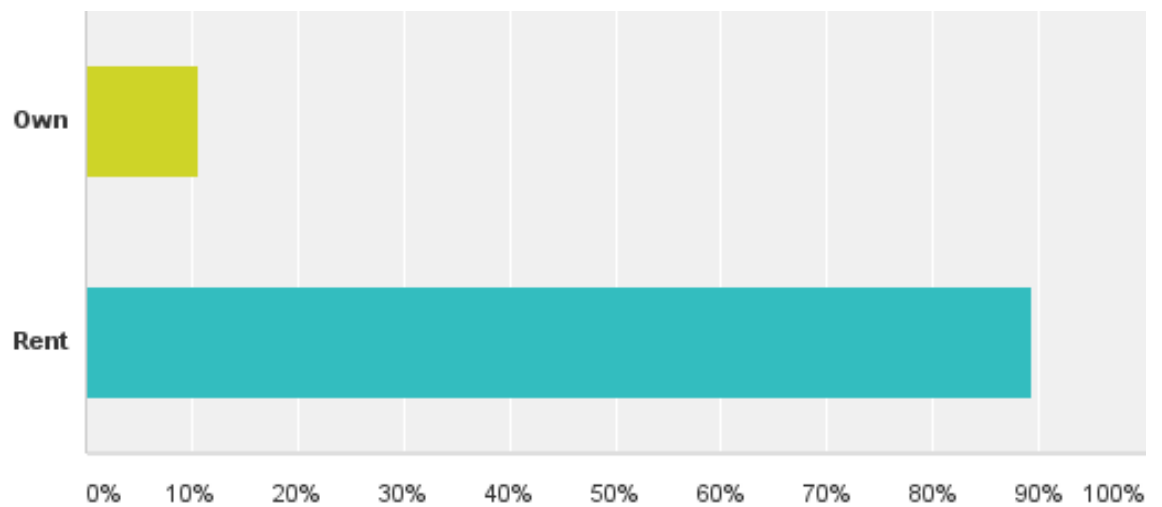
### Q14: What is your second largest cost / expenditure?

Answered: 30 Skipped: 2



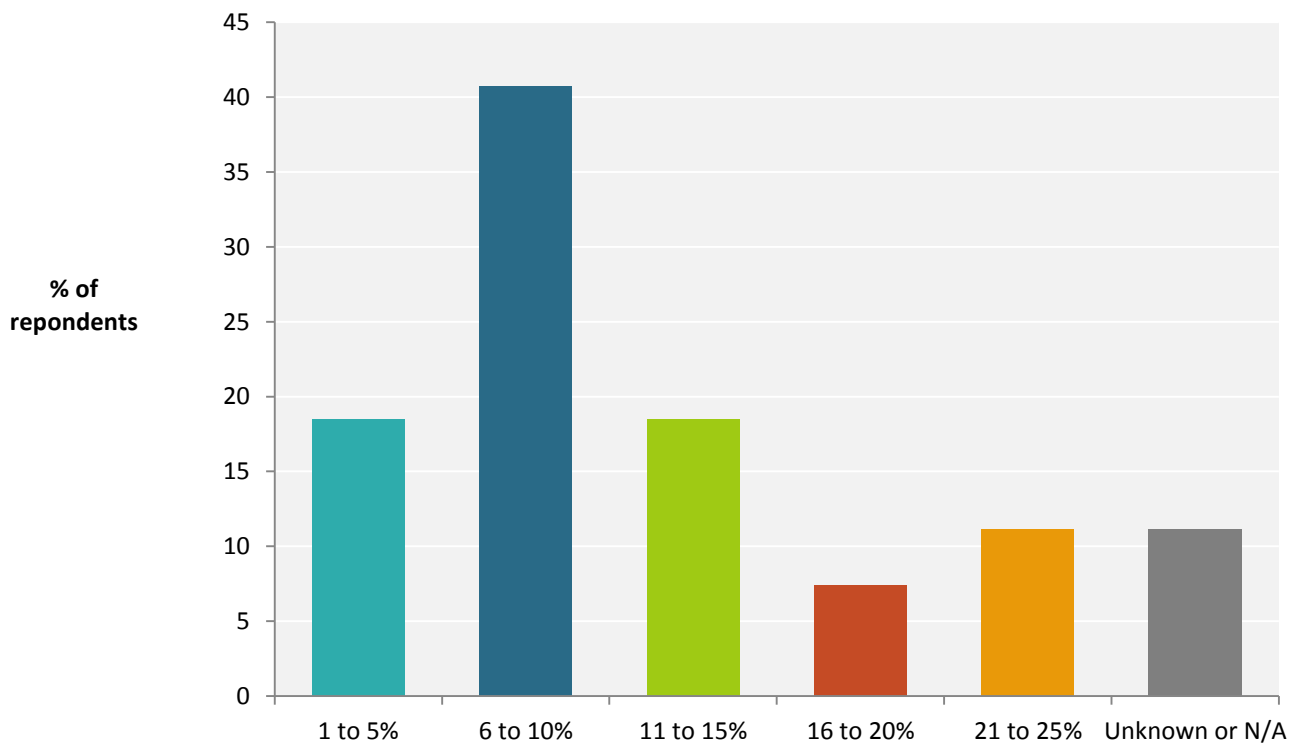
### Q15: Do you own or rent the space you operate in?

Answered: 28 Skipped: 4



### Q16: What is the percentage of rent against income?

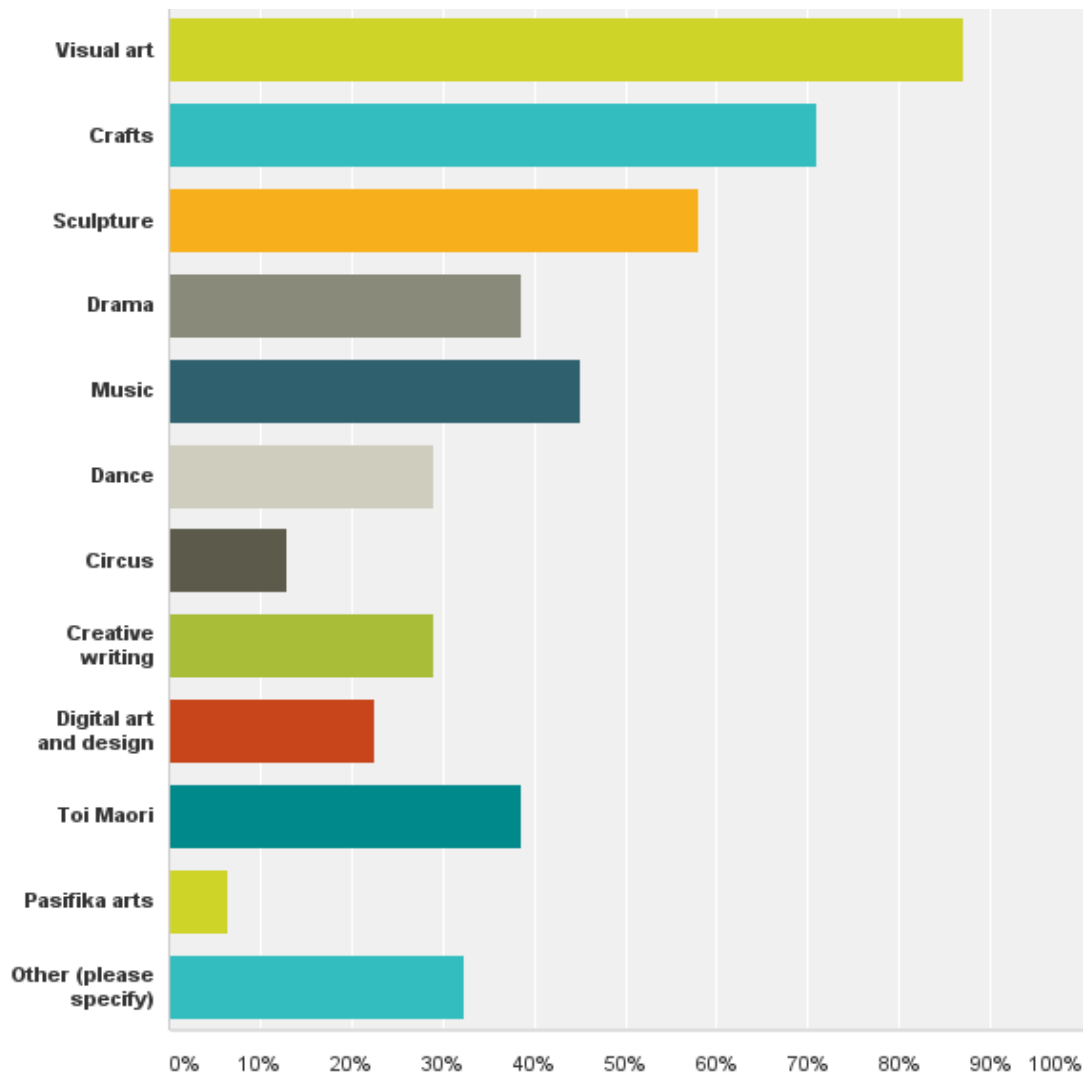
Answered: 27 Skipped: 5



## Category: Activity

### Q17: What type of arts and/or cultural activity do you deliver?

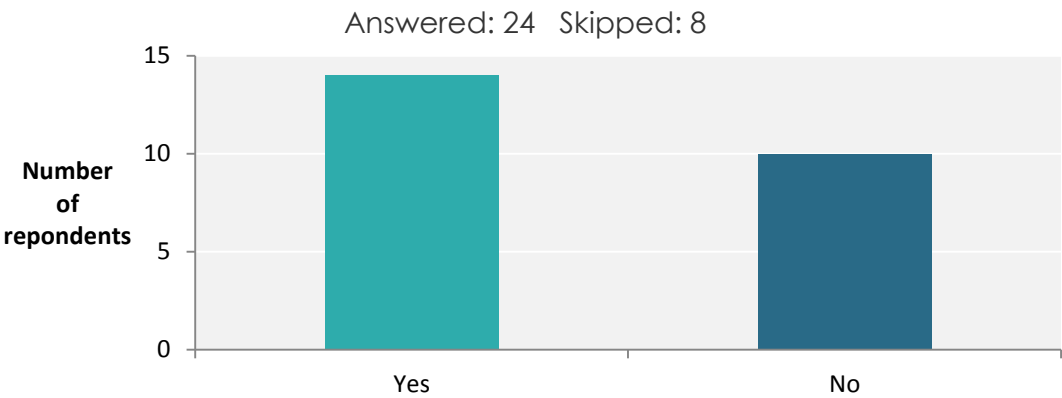
Answered: 31 Skipped: 1



#### Q17. Answers to **Other (Please Specify)**:

1. Papier Mache & Mosaics
2. Workshops, slam poetry, audition and rehearsal space
3. Bone carving
4. Spoken word poetry
5. Community engagement
6. Te Reo Maori, Cultural events e.g. Matariki festival, Community projects,
7. Printing
8. Papermaking
9. Jewellery
10. Applied Arts

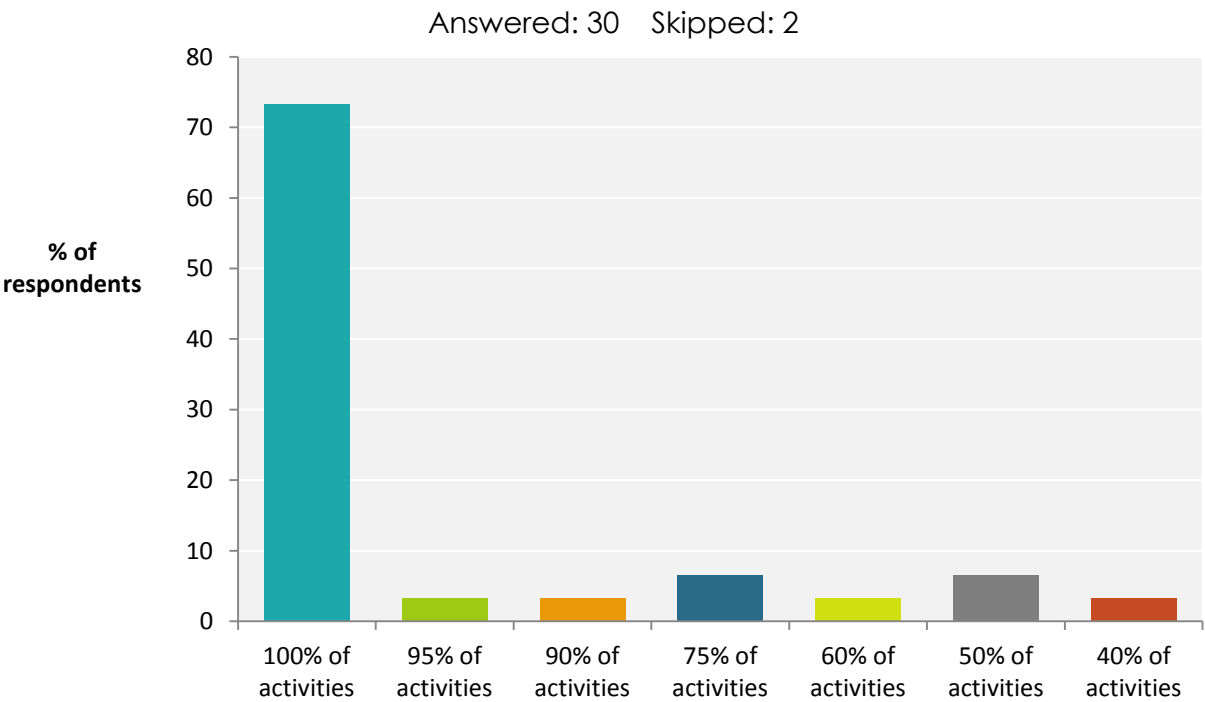
**Q18: Do you provide other educational or life skill programmes? If yes, what are they?**



**If yes, what are they?** Summarised responses:

- Staff training and Professional development
- Life Skills e.g. goal setting, planning, budgeting, employment skills
- Computing
- Literacy / numeracy / NZSL classes
- Cooking, Health and Fitness, wellbeing
- Mental health self-management
- One on one mentoring, peer support
- Community participation
- Social outings

**Q19: What percentage of activities are arts based?**

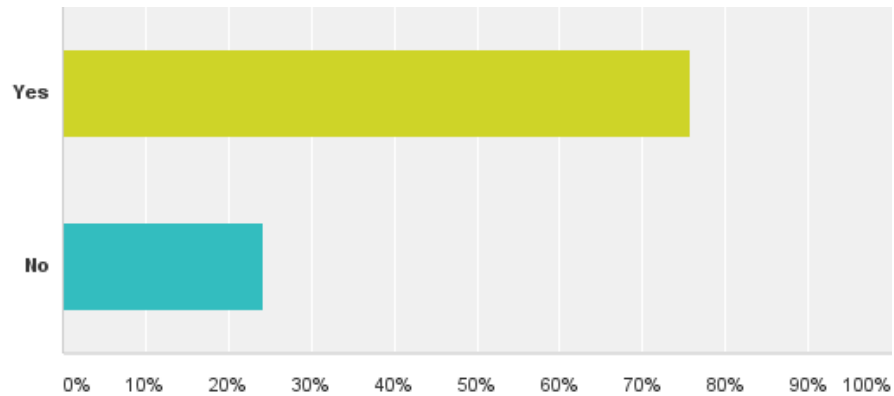


## Category: Sales

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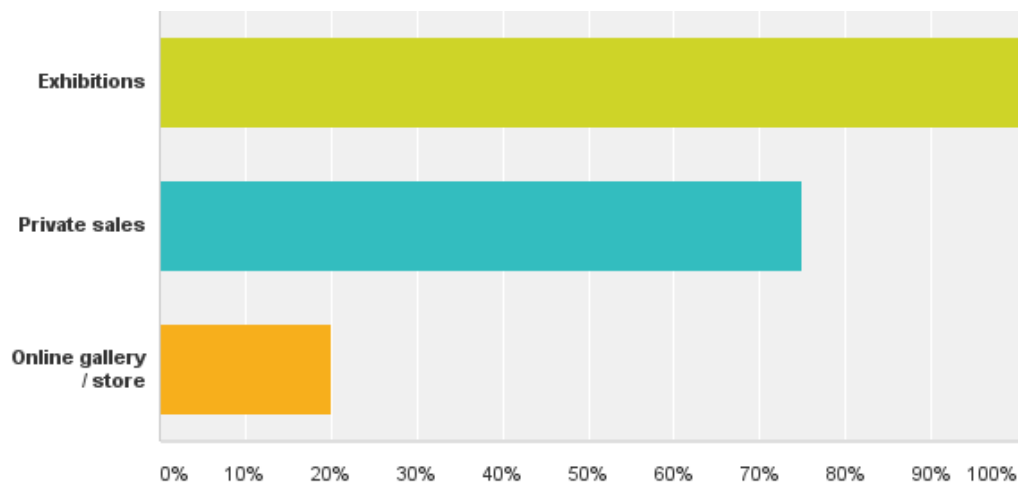
### Q20: Do you sell art?

Answered: 29 Skipped: 3



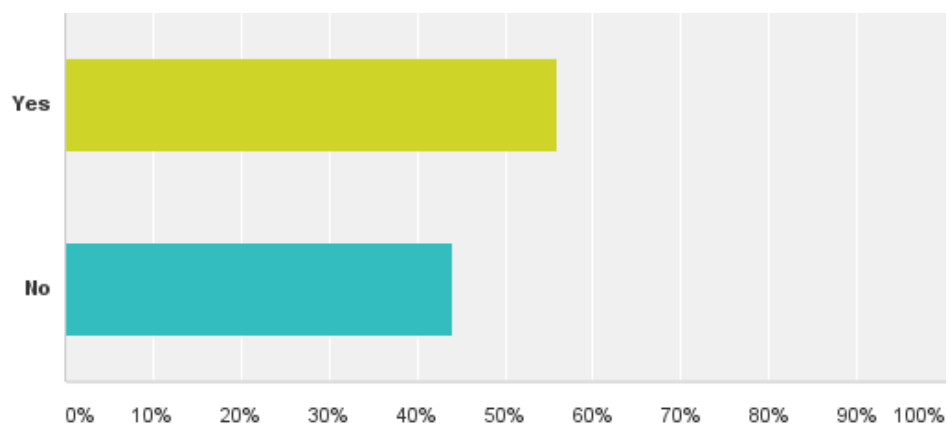
### Q21: If you said yes to the above question, how do you do this?

Answered: 20 Skipped: 12



### Q22: Do you take commission?

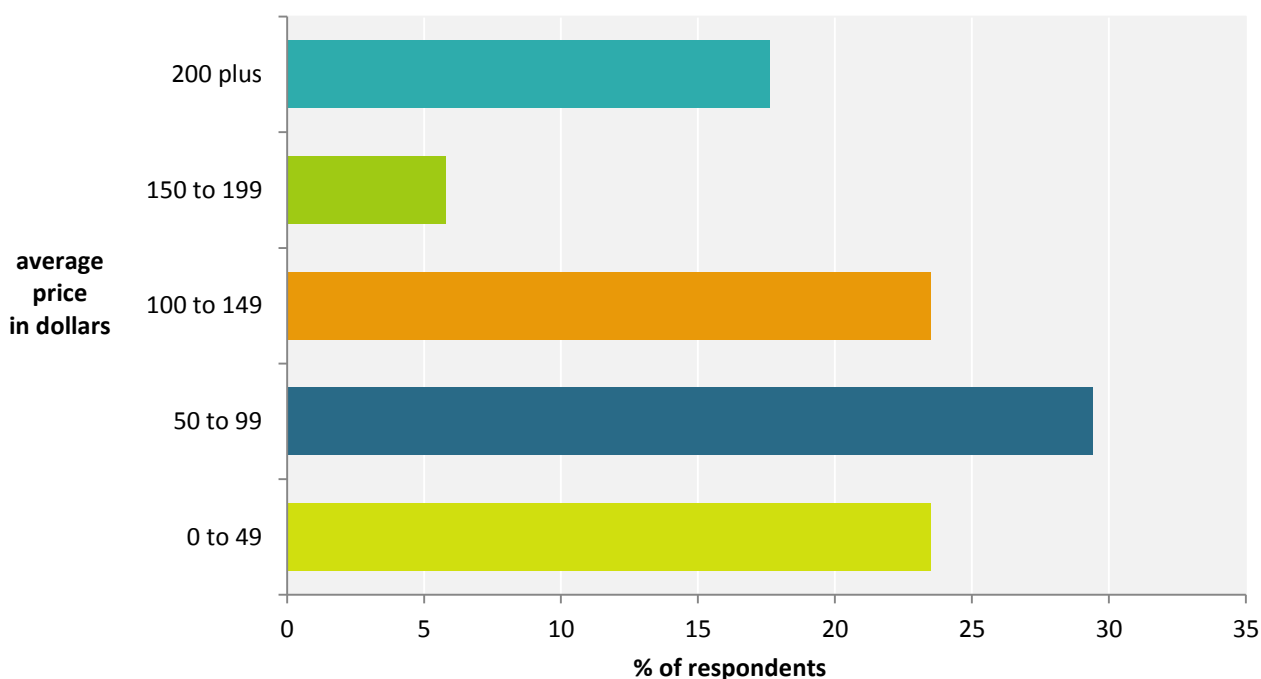
Answered: 25 Skipped: 7



**Q23: If relevant, please provide numbers to the following questions.**

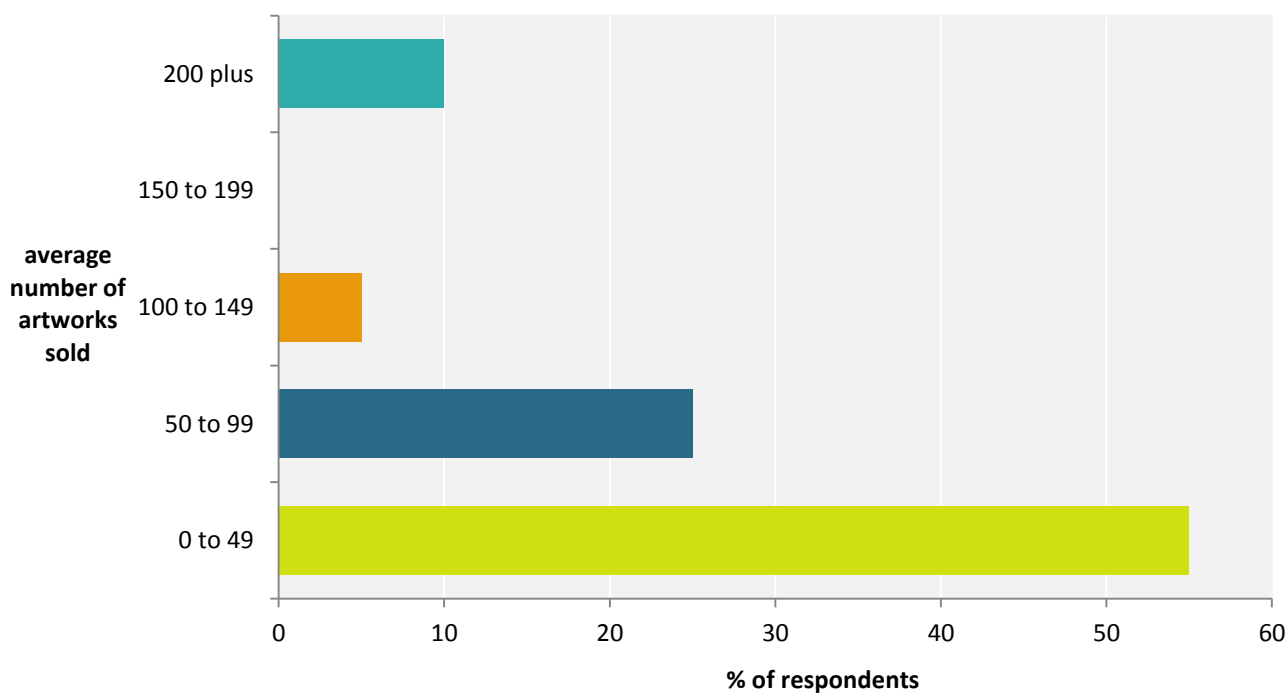
Question A) What is an average price for an artwork sold through your creative space?

Number of respondents: 17      Average price: \$117



Question B) Estimate how many artworks were sold in the last 12 months?

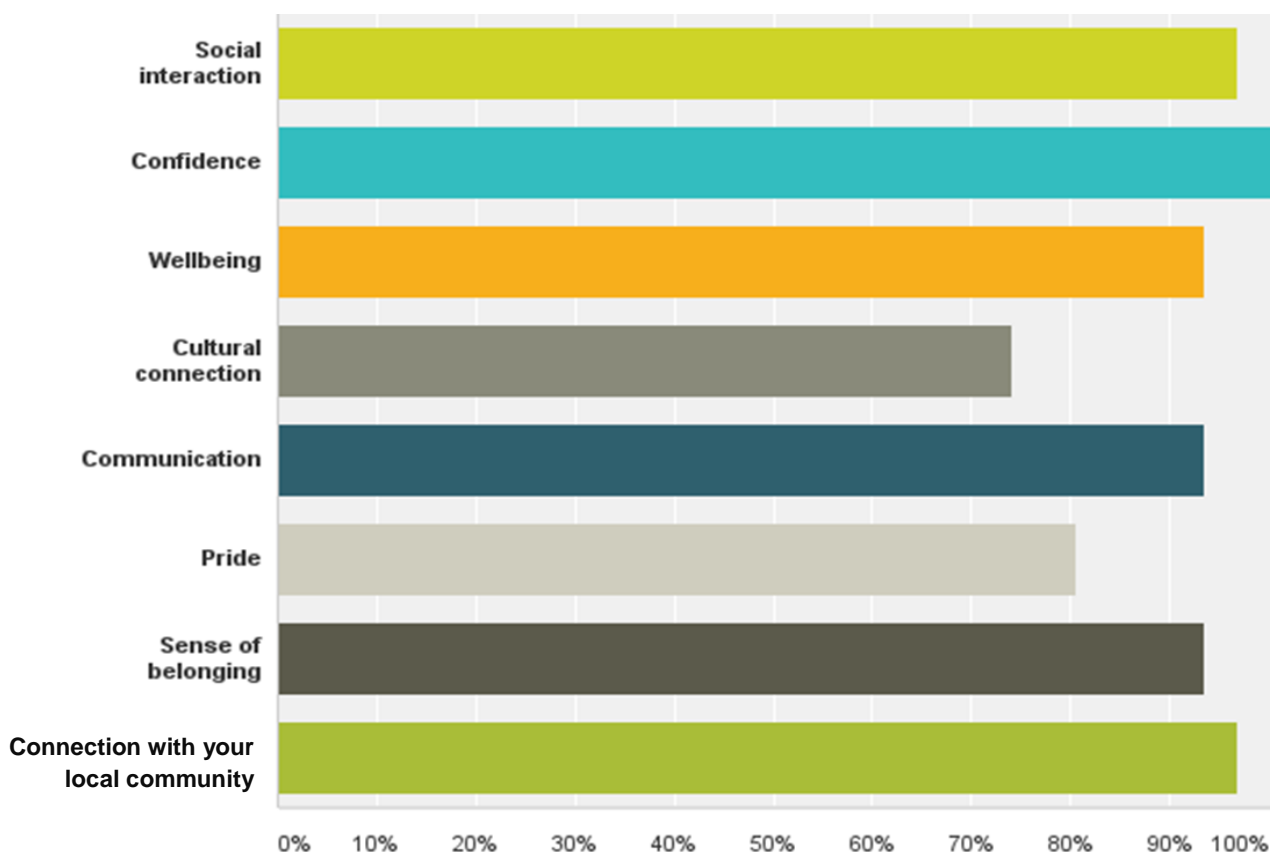
Number of respondents: 20      Average numbers of artworks sold: 71



## Category: Beyond price

**Q24: Some of the benefits of creative spaces are hard to measure. Select the areas of value you believe your creative space provides.**

Answered: 31 Skipped: 1



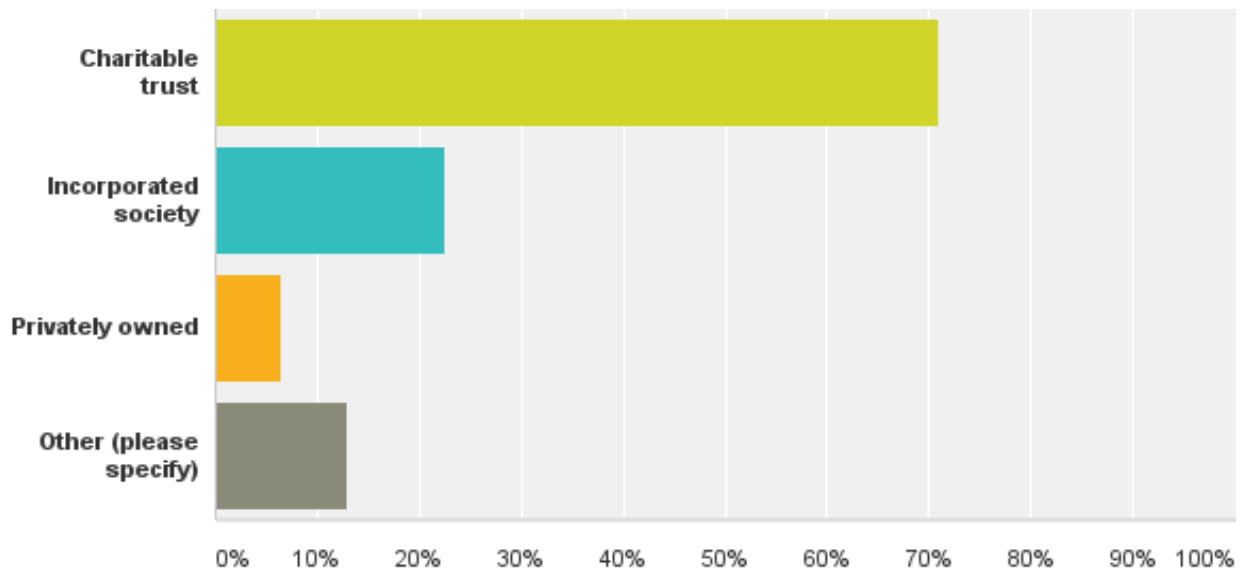
Answers to **Other (please specify):**

1. Ownership and purpose
2. Reason to get up in the morning, self-worth
3. self-expression, self-development
4. creativity, living skills, process skills
5. Physical health and personal grooming, pride in appearance. Stopping smoking, better posture for example. New kinds of relationships, for example with the Neighbourhood Policing Team. Professional development of artistic practice so that people can set and achieve goals e.g. scholarships with TLC. Creative spaces give people the chance to have a voice and to be heard. Connection and reconnection with family, where relationships are broken.
6. Personal development, community development and pride, social wellbeing, economic development.
7. Skill development, vocational skills
8. Creativity
9. satisfaction & achievement learning new art skills

## Category: Governance and management

### Q25: What is your not for profit structure?

Answered: 31 Skipped: 1

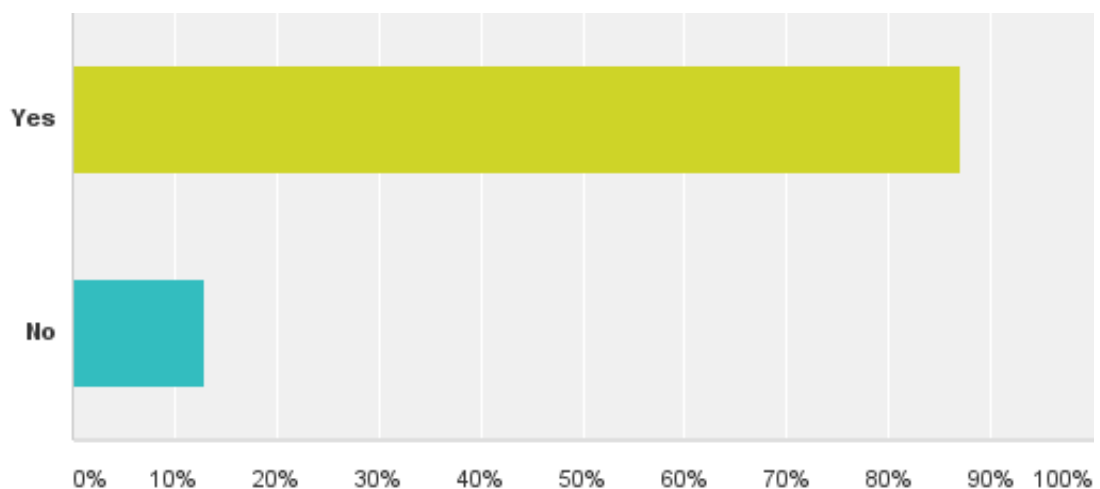


#### Answers to **Other (Please Specify)**:

1. Part of Southern DHB
2. Charitable Trust + Working on becoming a social enterprise
3. Charitable Trust + Company model
4. Charitable Trust + We are operated by IHC

### Q26: Do you have charitable status?

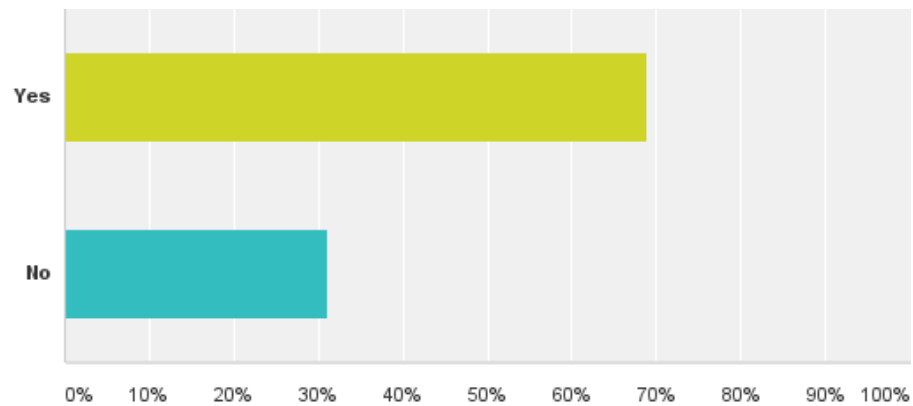
Answered: 31 Skipped: 1





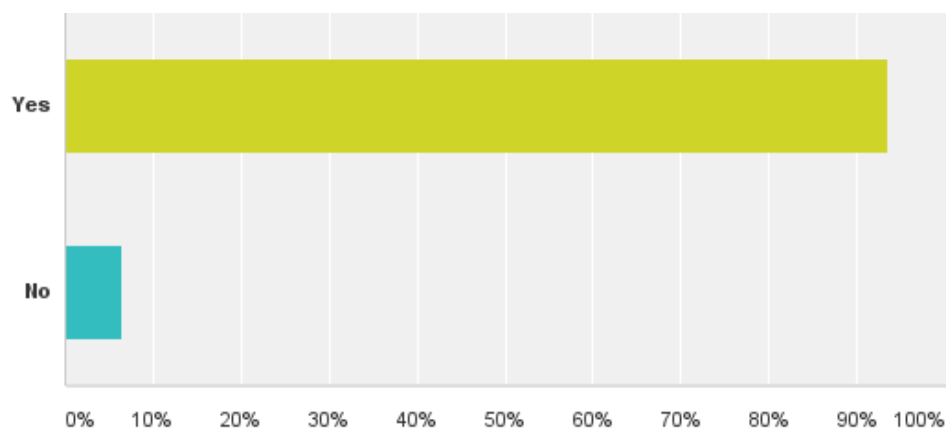
**Q27: Do you have donee organisation status with Inland Revenue for tax credit purposes?**

Answered: 29 Skipped: 3



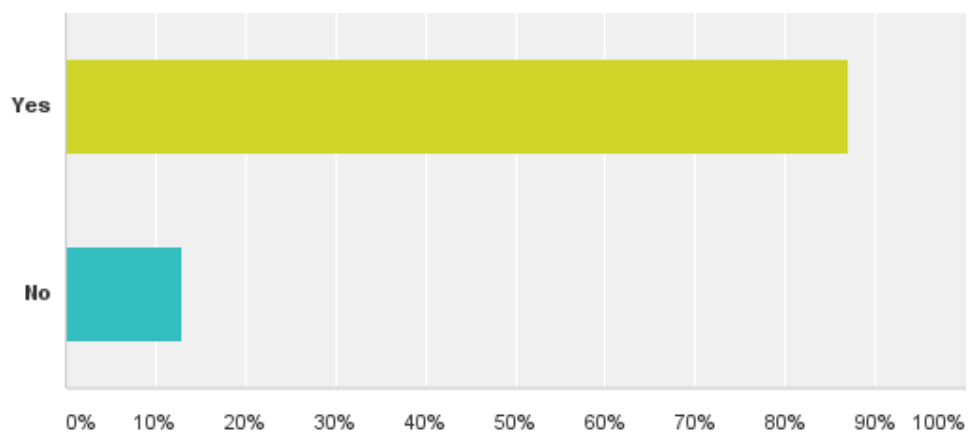
**Q28: Do you have a board of trustees or committee?**

Answered: 31 Skipped: 1



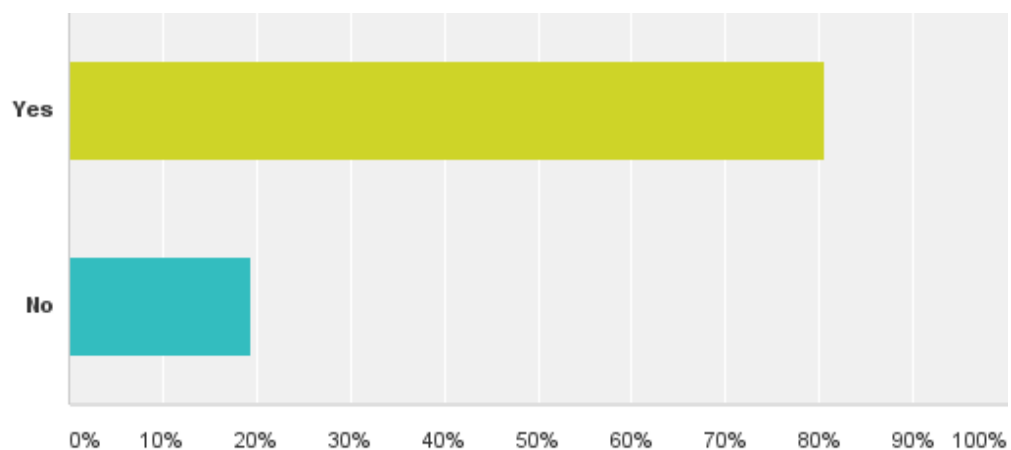
**Q29: Are the members of your governance structure volunteers?**

Answered: 31 Skipped: 1



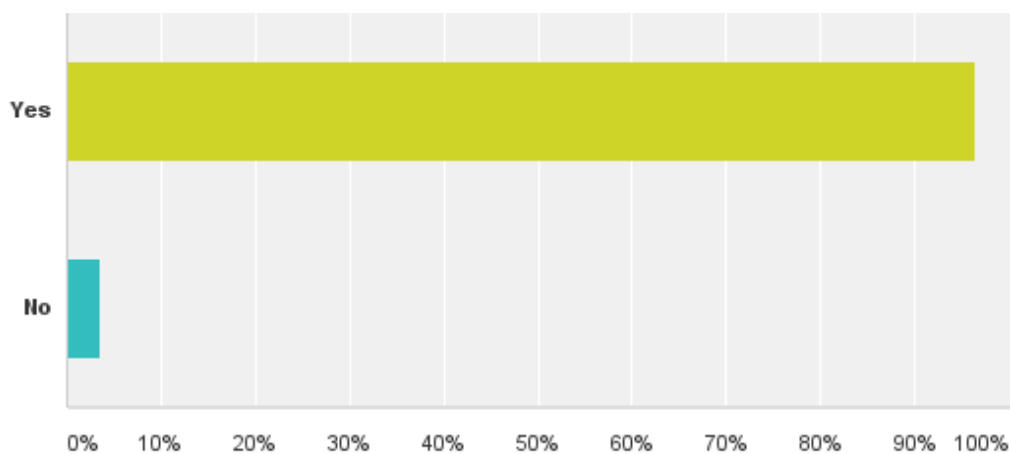
### Q30: Do you set an annual budget?

Answered: 31   Skipped: 1



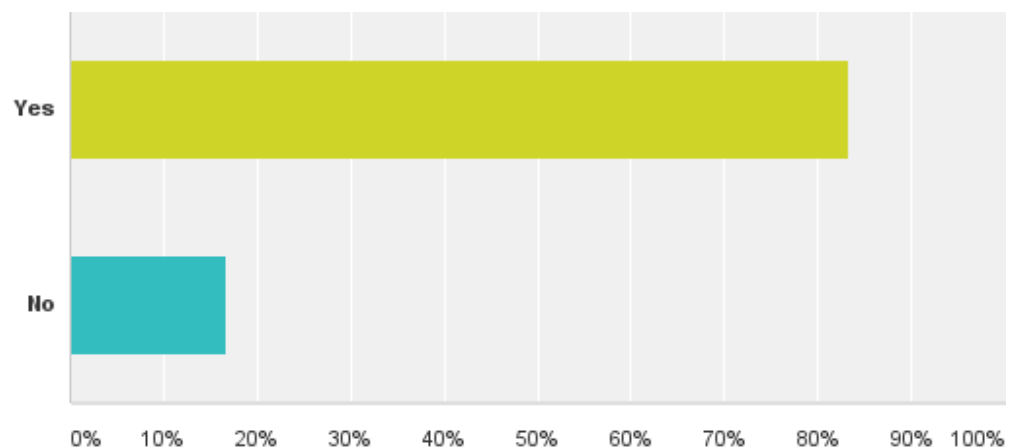
### Q31: Do you have a strategic plan?

Answered: 29   Skipped: 3



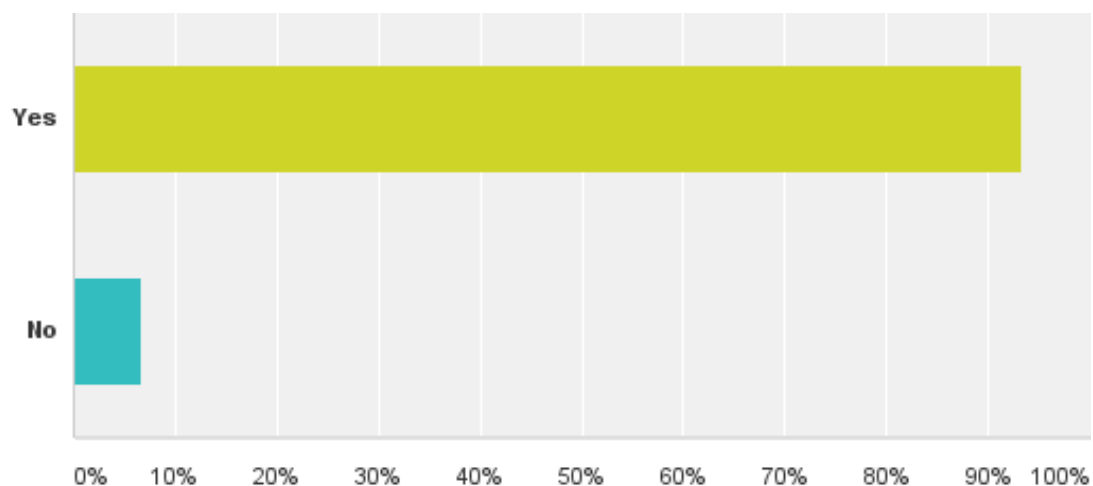
### Q32: Do you present an annual set of audited accounts?

Answered: 30   Skipped: 2



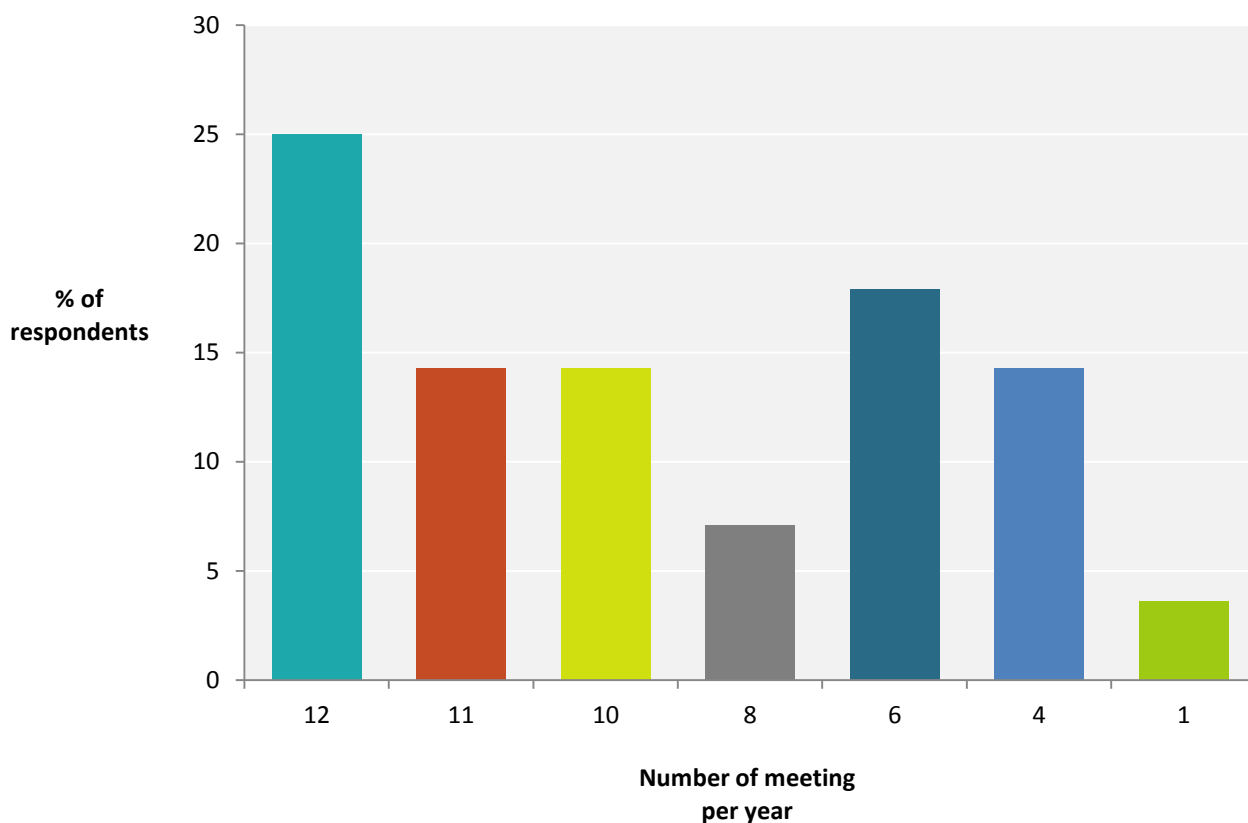
### Q33: Do you hold an AGM?

Answered: 30 Skipped: 2



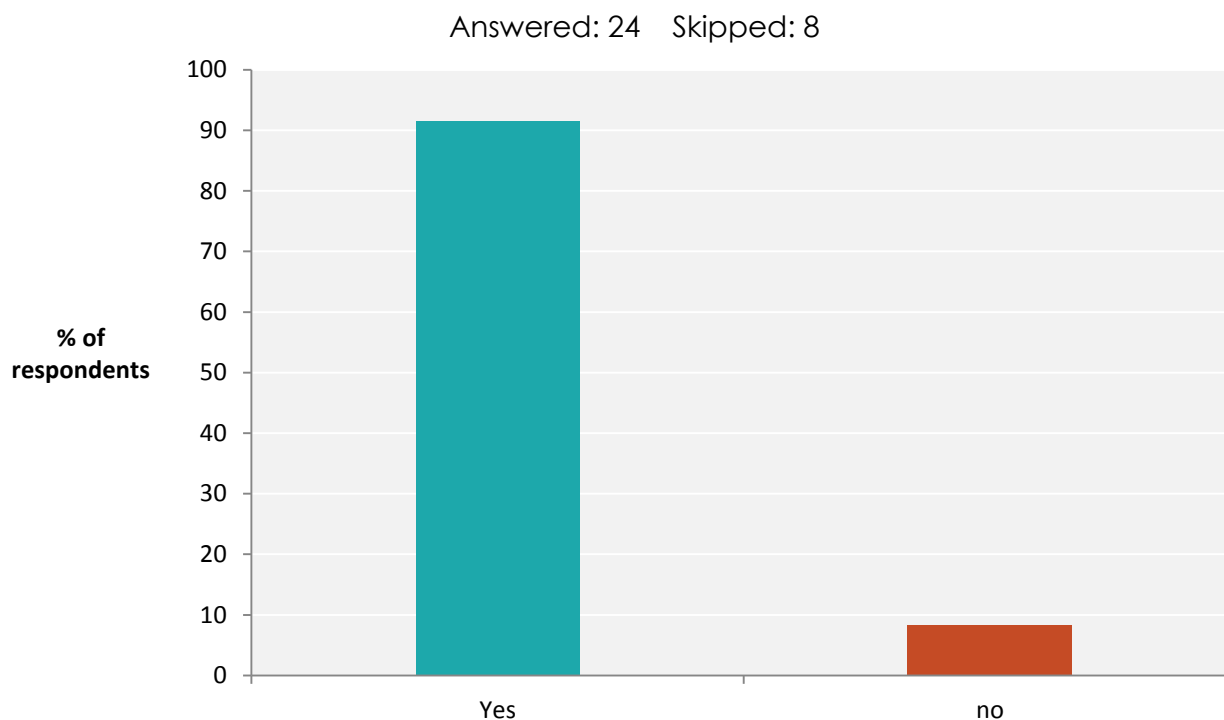
### Q34: How many times a year does your board or committee meet?

Answered: 29 Skipped: 3



## Category: Concern

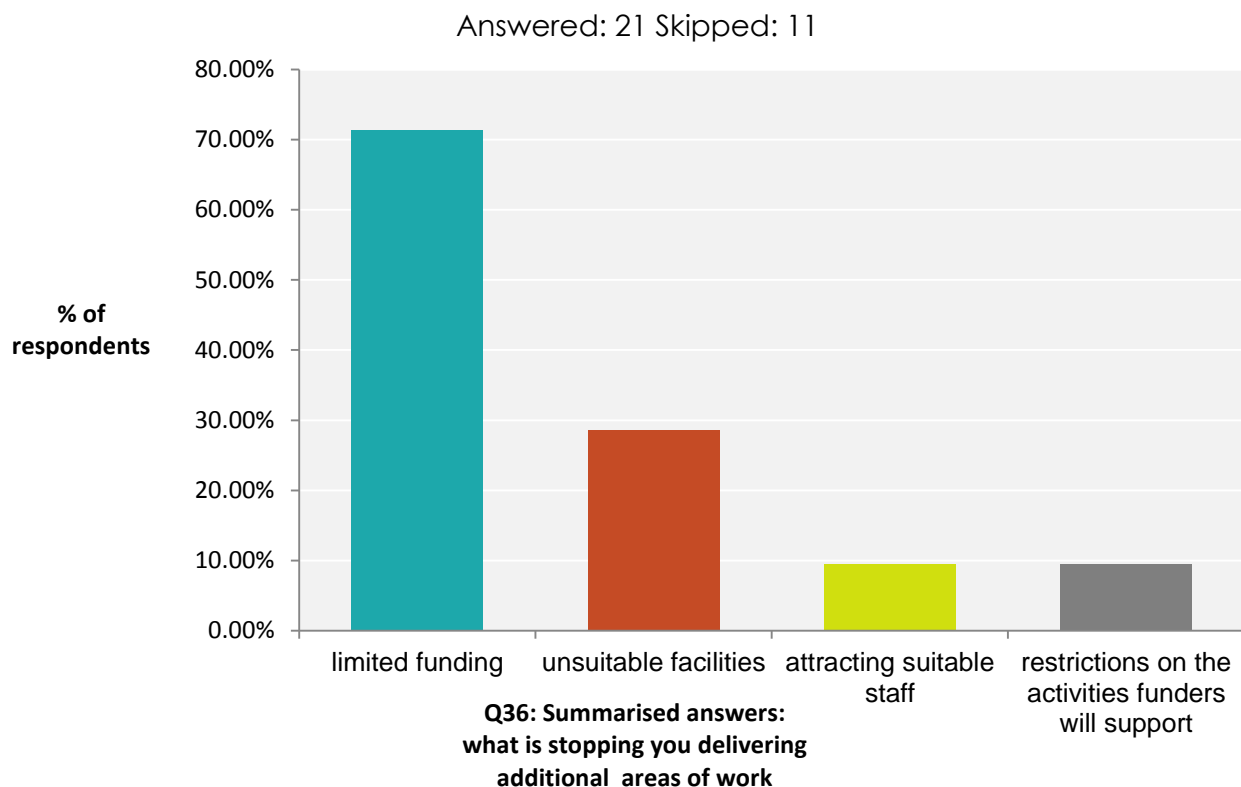
**Q35: Is there an area of work you would like to deliver but can't? If yes, what is it?**



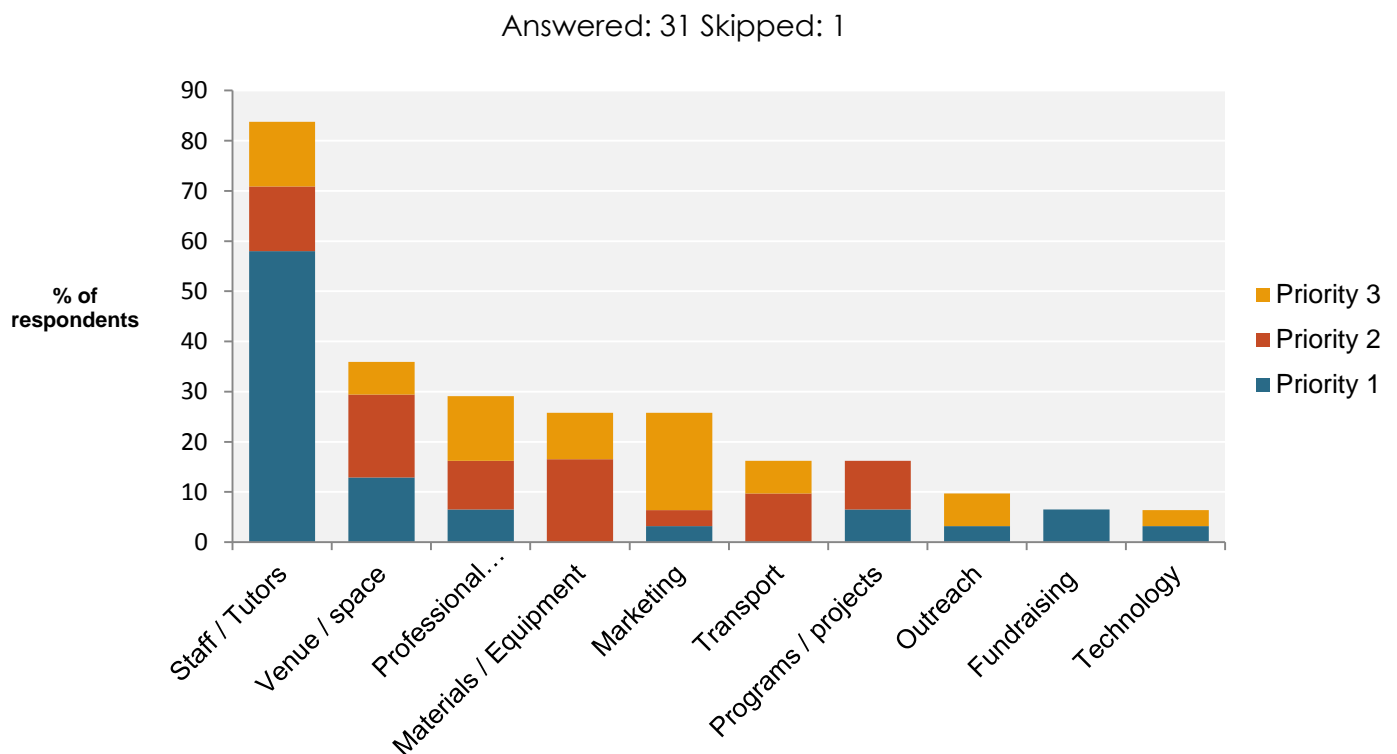
**If yes, what are they?** Summarised responses:

- Additional arts activities
- Extend hours of operation
- Improved facilities, more suitable and accommodating to current activities
- Greater community outreach, engagement with more diverse range communities
- Collaboration with education, health and corrections
- Professional development for artists
- Extend / improve business and commercial operations
- Increase staff salaries in accord with staff responsibilities

**Q36: What is stopping you from delivering [the work that you want to do but currently can't]?**



**Q37: If you had more funds, list in order of priority the three areas you would spend it on (e.g. staffing, venue, transport, professional development, tutors, marketing)**



### Q38: Do you have any other comments?

Answered: 11 Skipped: 21

#### Comments:

- Hard time for not for profits. We see the reasons we do it but it's hard to translate that to people who gauge value by numbers.
- Creative Spaces is a valuable area. Self-worth and confidence, especially for mental health.
- We'd like to see better recognition of the impact creative spaces have on the wellbeing of the community - by govt, funders etc. We'd like AAA to take the lead in talking to key funders such as Tindall about the difference between what we do and straight arts programmes, so that our programmes might be eligible for funding from more places. And a greater focus nationally on documentation of our stories and evaluation.
- 20 years in sector but on same 'wage', tired of doing 5-10 roles for minimum wage, funding seems harder and so tired of it have NO applications out there!!
- It is very difficult to remain sustainable when there is no government funding to assist with operational costs. Everyone likes a project but that can't happen if you have no organisation or people running it. Lottery refuse to fund this work even though it is clearly community development rather than pure "Art" We make a significant contribution to our community but we still get treated by lots of funders like we are just airy fairy arty people doing stuff that doesn't really matter. Our community has huge potential to develop a strong social and economic base around our cultural and creative base; we just need people to invest in our potential.
- Creative spaces rock!!!
- We are funded in a unique way. We have some advantages of being a part of IHC (we are sustainable and not at risk of closing) but deffo a lot of barriers from within our own company and its structures.
- It is an uphill battle getting funding for ongoing running costs for art spaces for people with disabilities

3 respondents answered No to this question

## Survey Conclusions

Responses to the survey show that:

- Creative Spaces are catering successfully to people who have lived experience of a broad range of disabilities and are developing and expanding their programmes
- while all art forms are practised, visual art and craft/ object art predominate
- for the most part, Creative Spaces are very dependent on funding from agencies of central and local government, although a number of them are successfully diversifying their revenue streams (e.g. philanthropic trusts, grants, donations, fundraising and exhibitions)
- Rent and personnel costs represent Creative Spaces' greatest operating costs
- The majority of Creative Spaces have sound governance structures in place

## Recommendations

It is recommended that the survey results

- be disseminated to all Creative Spaces and used as a base line snapshot to improve the sector's understanding of what Creative Spaces offer and achieve
- are used as an advocacy tool to improve understanding of what Creative Spaces offer and their value to the health and well-being of people who use them
- are presented to relevant agencies, funders and supporters to generate a discussion about developing fairer and more stable approaches to funding Creative Spaces in the future.

## Appendix A – Survey Questionnaire



### The Value of Creative Spaces

#### Your details

##### *Definition of a creative space*

*Creative spaces are organisations or places where people can make art or participate in artistic activities. They provide space, resources and assistance in ways that lead to creative self-expression, empowerment and self-development.*

1. What is your first and last name?

2. What is your job title?

3. What is the name of your creative space or arts organisation?



### The Value of Creative Spaces

#### People

4. How many people used your services and/or activities for the period: January - December 2015?



5. Has the number of people using your services from January - December 2015 increased, decreased or stayed the same?

Other (please specify)

6. If there was a substantial difference, briefly explain why.

7. Select the types of disabilities your clients / members / participants have lived experience of.

☐ Physical (uses wheel chair / or aid for mobility)

☐ Blind or low vision

☐ Deaf or hard of hearing

☐ Mental health

☐ Intellectual disability

☐ Learning disability

☐ Other (please specify)

8. What age range do you provide services for?

☐ Children

☐ Youth

☐ Adult

☐ Seniors

9. Please list the following staff numbers

Number of full-time staff

Number of part-time staff

Number of volunteer staff

10. In total, approximately how many people came to your public events in the last year (e.g. exhibitions, fundraisers, performances) ?



## The Value of Creative Spaces

### Income and expenditure

11. What percentage of your income comes from ...

Central or local  
government agencies or  
departments

Philanthropic trusts and  
grants

Private donations

Fundraising events: e.g.  
exhibitions, auctions, film  
nights etc

Other

12. What was your overall income in the last financial year?

13. What is your largest cost / expenditure?

14. What is your second largest cost / expenditure?

15. Do you own or rent the space you operate in?

Other (please specify)

16. What is the percentage of rent against income?



## The Value of Creative Spaces

### Activity

17. What type of arts and/or cultural activity do you deliver?

- ☐ Visual art
- ☐ Crafts
- ☐ Sculpture
- ☐ Drama
- ☐ Music
- ☐ Dance
- ☐ Circus
- ☐ Creative writing
- ☐ Digital art and design
- ☐ Toi Maori
- ☐ Pasifika arts
- ☐ Other (please specify)

18. Do you provide other educational or life skill programmes? If yes, what are they?

19. What percentage of your activities is arts based?



## The Value of Creative Spaces

### Sales

20. Do you sell art?

21. If you said yes to the above question, how do you do this?

☐ Exhibitions

☐ Private sales

☐ Online gallery / store

Other (please specify)

22. Do you take commission?

Other (please specify)

23. If relevant, please provide numbers to the following questions.

What is an average price  
for an artwork sold through  
your creative space?

Estimate how many  
artworks were sold in  
the last 12 months?



## The Value of Creative Spaces

### Beyond price

24. Some of the benefits of creative spaces are hard to measure. Select the areas of value you believe your creative space provides.

- ☐ Social interaction
- ☐ Confidence
- ☐ Wellbeing
- ☐ Cultural connection
- ☐ Communication
- ☐ Pride
- ☐ Sense of belonging
- ☐ Connection with your local community

Other (please specify)



## The Value of Creative Spaces

### Governance and management

25. What is your not for profit structure?

- ☐ Charitable trust
- ☐ Incorporated society
- ☐ Privately owned
- ☐ Other (please specify)

26. Do you have charitable status?

Other (please specify)

27. Do you have donee organisation status with Inland Revenue for tax credit purposes?

28. Do you have a board of trustees or committee?

Other (please specify)

29. Are the members of your governance structure volunteers?

Other (please specify)

30. Do you set an annual budget?

31. Do you have a strategic plan?

32. Do you present an annual set of audited accounts?

Other (please specify)

33. Do you hold an AGM?

Other (please specify)

34. How many times a year does your board or committee meet?



## The Value of Creative Spaces

### Concern

35. Is there an area of work you would like to deliver but can't? If yes, what is it?

36. What is stopping you from delivering it?

37. If you had more funds, list in order of priority the three areas you would spend it on (e.g. staffing, venue, transport, professional development, tutors, marketing)

38. Do you have any other comments?