



MISSION STATEMENT

Our Purpose:

Alton Arts Festival is a not-for-profit celebration of the arts, community, and creativity. A 10-day, multi-venue, multi-disciplinary arts festival in Alton, Hampshire, AAF is designed to encourage pride in our culturally thriving community. In an eclectic programme, we showcase high-quality events and workshops of many kinds across the disciplines of literature, music, art, and theatre, as well as running fringe events in the local pubs and clubs, and sending workshop leaders into schools.

We have a commitment to the whole community, using a myriad of venues both indoors and outdoors, and we work closely with local groups of all kinds when we bring professional events to Alton during the festival.

Our Vision:

That every audience member will leave the festival feeling proud to be living in (or connected to) Alton, a town that celebrates heritage, talent, creativity, and culture, in an environment of community collaboration.

Our Mission:

To entertain and to enhance the quality of life of the people of Alton and the surrounding area by delivering high-quality, accessible, affordable or free events which attract the widest possible support from the community, under the umbrella of the not-for-profit Alton Arts Festival.

The Festival will attract nationally acclaimed artists from a variety of fields, and support and encourage the professional artists within our community to expand the already thriving cultural activities here.

We will make accessible the highest calibre of artists to a wide diversity of audiences from Alton and the surrounding villages and towns.

Our Values:

Ambition – we aim for excellence. Altonians deserve the very best of art and culture, and the festival exists to serve this need. Above all, we want to deliver fantastic audience experiences that make people feel proud of Alton.

Inclusivity – the festival is not-for-profit, and income is reinvested in ensuring affordable ticket pricing and free events. Accessibility is at the forefront of our decision-making. We aim to appeal to a diversity of audiences across the local community. We are responsive, courteous and respectful in all of our interactions.

Integrity - The festival exists to encourage pride in our community and to foster community links. Sustainability and circular economy principles are baked into our planning and processes. Our ethics inform every decision we make and everything we do.

Community Driven - We build diverse relationships across the local community that enable the arts to enrich lives. We encourage connections between local creatives. We work as a team, and we have each other's backs. We believe in the power of positive shared community experiences.

Our Objectives

- The artistic programme and artistic development: we will include more than 50 events and workshops in our programme, presenting a diverse range of exceptional artists - some with local connections and others from further afield.
- Audiences: we aim to provide events and workshops that will attract and be accessible to a wide range of people in our community as well as the surrounding areas.
- Sustainability: the Alton Arts Festival will be a recurring event, with profit reinvested in the festival and in the community.
- Volunteers: our Festival is dependent on the commitment, dedication and enthusiasm of many volunteers.
- Diversity and Inclusivity: Creating accessible and welcoming environments, free of discrimination, and pledging to treat all people with respect and dignity.
- Environmental Stewardship: Caring and respect for our beautiful space, aiming to minimise our impact on the environment, and inspiring our community through progressive initiatives.

- Quality return on investment: for audiences, sponsors, media partners and local stakeholders.
- Contribute to the local economy: both directly and via support to local artists. Encourage local businesses to join in, using their premises for main and fringe events. Make use of local community facilities and open spaces.