



### About Beatroute Arts:

Thank you for expressing an interest in the exciting role of General Manager, and welcome to Beatroute Arts! Beatroute is a community-led music and arts charity based in Balornock, in the North East of Glasgow. From its community-owned premises 'The Beatroute Arts Centre', the organisation offers free, high-quality creative and holistic activities for local community with a particular emphasis upon young people and vulnerable community groups (such as older people and young people/adults with disabilities).

Beatroute aims through its member-led programmes to improve quality of life for local people and to increase free learning opportunities for both young people and adults in an area sited as being within the 10% most impoverished regions in Scotland (Scottish Index of Multiple Deprivation Analysis 2020), addressing the 'poverty gap' and advocating for a fairer and more equal society.



Beatroute Arts was set up as a youth music project in 1990 by local volunteers and has since grown from a small group running twice-weekly from a local community centre to an established, flourishing community-led arts charity which employs 6 salaried staff, an average of 25 freelance artists/musicians and 30 volunteers over the course of a typical year. Since moving into its own premises or 'hub' on Wallacewell Road in East Balornock in 2009 (which also includes extensive greenspace, now home to Glasgow subway carriage, 117), the organisation has worked shoulder to shoulder with local community to develop daily programmes of activity which include music tuition, group music workshops, song-writing, film-making, sound-production/recording, art, drama, gardening, woodcraft, cookery, yoga classes, regular social groups and community events, all free of charge and delivered in a socially inclusive and friendly environment. Beatroute Arts works closely in partnership with local, city-wide and National organisations/schools through its outreach programmes in order to offer community-led activities which respond directly to identified need, aiming to alleviate lack of free creative learning provision, mental and physical ill health brought about by poor living standards, lack of local social support services and the resulting social isolation.

The impact of the work delivered by Beatroute is multi-faceted and far-reaching, with members reporting increases in confidence, social connectedness, happiness, educational attainment, improved mental and physical health and sense of belonging. Individual members have used their volunteering experiences in order to gain employment and places at university, and three former young members are now employed in various roles throughout the organisation. Beatroute also uses its voice to advocate in the public domain for fair and equal opportunities in areas of high deprivation at a policy-making level.



#### Vision of Beatroute Arts:

To create a fair, safe and non-judgmental creative environment at the Beatroute Arts Centre in which local people of all ages and backgrounds can participate and contribute without prejudice, improving future prospects and overall quality of life for each individual and for the wider community.

#### Aims of Beatroute Arts:

- To provide high quality, creative learning experiences for young people
- To provide clear routes of progression for young people regarding volunteering, work and education
- To inspire and empower our local community through artistic activity in order to improve quality of life, regardless of age or background
- To support local people to shape the development of the organisation, including the development and utilisation of Beatroute's community-owned assets
- To provide safe, clean and inspiring outdoor spaces where young people and members of the local community can learn, socialise and find space amidst the bustle of city life
- To promote community cohesion in order that local residents feel safer, better connected and less isolated
- To create strong partnerships locally, regionally and nationally To ensure that the organisation remains fit for purpose as the environment in which it works changes and develops
- To foster a safe and secure environment in line with best practice
- To enable and empower staff, freelancers and volunteers to develop their practice to exceed in their field of expertise



Strategic Objectives of Beatroute Arts:

- To deliver year-round free, high quality artistic programmes of musical,
- artistic and holistic activity, both at The Beatroute Arts Centre and throughout the local community
- To provide clear routes of progression for young people regarding education and employment, inc. volunteering w/Beatroute Arts
- To develop Beatroute's outdoor areas into exciting, artistic green spaces, maintained and enjoyed by the local community
- To host/take part in events, open days and concerts in order to promote community cohesion and to encourage local people to become involved at Beatroute Arts
- To form strong partnerships with local organisations and initiatives, statutory bodies and national arts hubs that maximise collective effectiveness and benefit local communities and the wider creative community sector
- To secure the long-term financial future of Beatroute Arts by seeking ways in which to become more financially independent and ensuring our routes to potential funding sources are well researched
- To have policies and procedures in place relevant to a charity working with young people and vulnerable adult groups
- To maintain acceptable and effective levels of governance in line with best practice, charitable law and OSCR