

**deciBel** 

**Performing Arts Showcase**

Manchester UK 13–16 September 2011

## **Legal Case**

Compliance to legislative equality duties

## **Business Case**

Diverse people spend money on the Arts

## **Moral Case**

Right and fair that the Arts are inclusive

# The Creative Case for Diversity



The Fish Police. Image: Nick Gurney



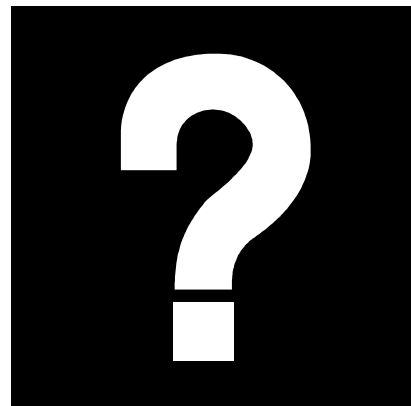
Brian Lobel. Image Cathy Hassan

We need to take diverse Arts out of the periphery bringing it into the centre to give it the prominence it deserves on its own artistic merit

**What is**

**decibel** 

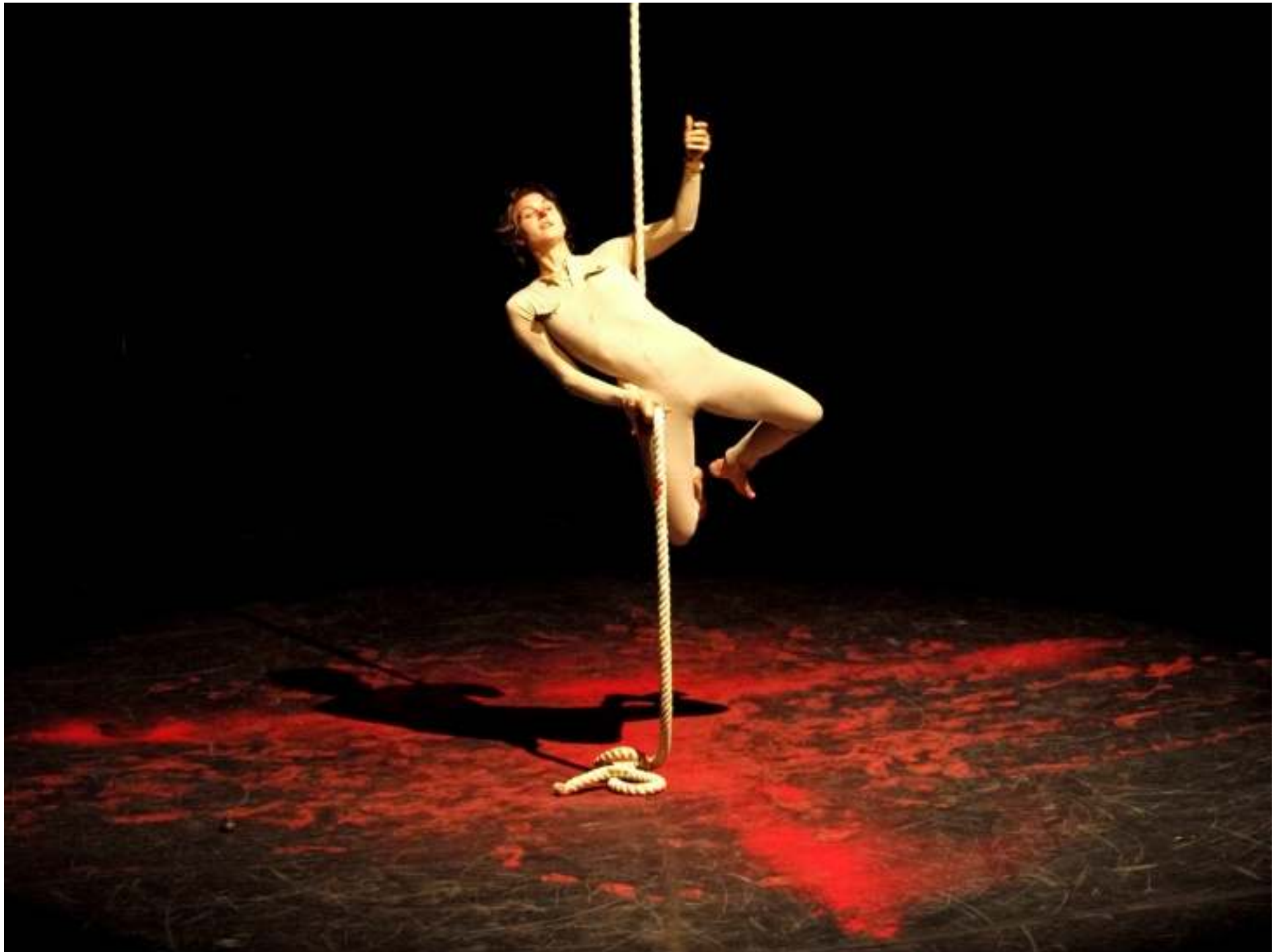
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# Diverse practice encompasses:

Race

Gender

Ethnicity

Age

Faith

Class

Disability

Sexual  
orientation

Economic  
disadvantage

**But is not limited to the above**

When we talk about  
inequality, we mean any  
social and institutional  
barriers that might  
prevent access to the  
arts

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- **£1million** of bookings
- Presented **240+** artists
- delegates from **25+** countries
- **80** specialist networking sessions

Ayanna Witter-Johnson. Image Cathy Hassan



Laurence Clark. Image Cathy Hassan

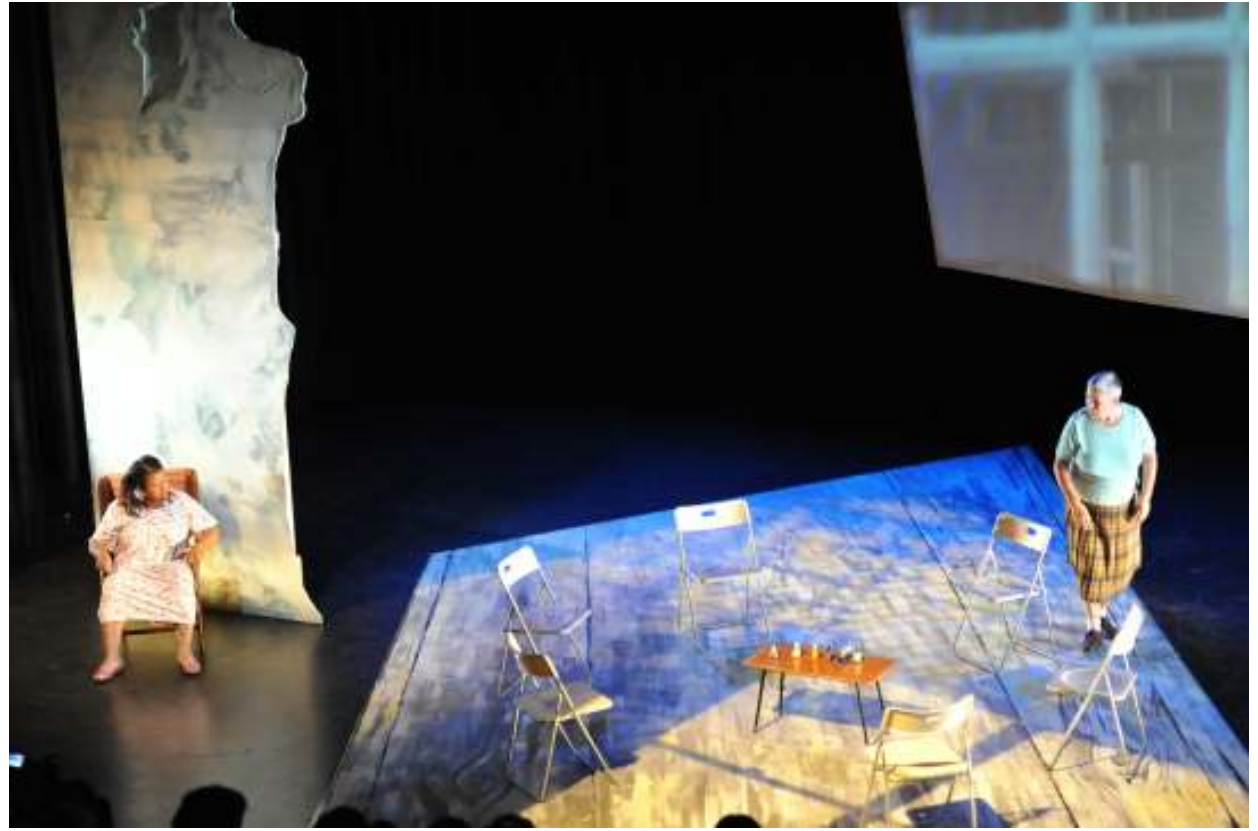
- **10%** of delegates are internationally based
- **79%** of artists taking part say that decibel resulted in new bookings
- **82%** of delegates said that they have booked or are considering booking work they have seen at showcase



Jonzi D. Image: Irvin Lewis



Lisa Hammond and Rachael Spence: No Idea: Image Lisa Hammond and Rachael Spence



Left to Right  
Julie McNamara collecting Southbank Show Award. Image: Video still  
Knitting Circle, Julie McNamara. Image: Cathy Hassan



“The diverse nature of 21st century Britain is the perfect catalyst for ever greater innovation in culture and I would like to see diversity put at the heart of everything cultural... It is my belief that culture can only be excellent when it is relevant, and thus nothing can be excellent without reflecting the society which produces and experiences it”

Sir Brian McMaster

**Diversity exists**

Diversity does not have to be  
**created**

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