



Core Values

These are the values that underpin all of the work that we do and guide our ideas and strategy:

- The artists we work with demonstrate a commitment to working with and for children as part of their own practice
- We use a multi-art form approach to make our work accessible and relevant to the widest possible audience
- We enable children and artists to work together – combining the artists' experience and knowledge with the children's imagination, wonderment and boldness
- We understand that families come in different shapes and sizes and reflect this in how we develop, communicate and present our work
- We are rigorous in the creation of the highest quality arts experience for our audiences/participants through the calibre of our artists

Strategic Delivery

We will support and deliver our artistic aims through:

- Professional partnerships, these are central to delivering the best experience and work for artists, participants and communities
- Research and development periods and appropriate training and support to enable our artists to achieve our vision and to support their own artistic development

- Basing our pilot models in Glasgow where we have excellent networks and connections
- Accessibility: working in different spaces and contexts with different communities; creating work which is accessible in every sense
- Seeking out further opportunities for our new models through touring and exploring new partnerships outside of our home base
- Developing digital technologies for use in programme development and delivery
- As we develop our work we will share what we have learned (the good things and the bad) through the provision of resources and training programmes for artists and our wider communities

Programme Rationale

- Challenging artists to work out of their comfort zone – creatively and geographically
- Opportunities for artists to work cross art form
- Introducing families to new venues and locations
- Families experience and participate in a wide range of activities
- Discovering art in unexpected places
- Viewing and experiencing art in a different way
- Engaging with children in their communities
- Embedding artists within a community
- Working with a community to create art projects that are both artist lead and artists collaborating with children
- Giving children's work a platform to be seen and valued
- Creating new work

- Establishing Giants methodology and approach in new places
- Generating an income

Brand Values

Building on strong foundations from the past and in line with the new artistic vision Giant defines its brand values as:

Inspiring Creativity – we aim to inspire creativity and imagination in everyone we work with; from the children and families involved in our projects; to the artists, organisations and partners who collaborate with us. We believe everyone has a creative side waiting to be released!

Celebrating Children - children are at the centre of our work. We learn from their inventive ideas, honesty and curiosity. We are committed to telling everyone that children are artists in their own right, full of ideas, essential nonsense and talent.

Experimental – we embrace children’s inquisitive nature. We like to experiment with different types of art; stimulating locations; and try new and exciting ways to work so that we always provide the richest creative experience.

The Personal Touch – we are a friendly bunch and very approachable. Our customer service is always tip top and we want every single person involved with Giant; from our participants, artists and partners to our staff and board to know their input is valued and important to us.

Flexible and Accessible – we recognise that every child is different. We provide creative opportunities for a wide range of children with different needs and a wide range of experience of the world. As a company we try to understand how they understand the world and reflect this in the way we develop our work.

Being the best – we are dedicated to being the best at what we do. Working with talented artists and matching ourselves with partners who believe in what we do means we never have to compromise on our vision and always deliver quality experiences. We are constantly soaking up all that is creative which gives us the inspiration to produce fresh, innovative and exciting work.

Working in Partnership – we are individual in what we do but we love making new friends, keeping old friends and bringing friends together. Friendships allow us to spark new ideas, support each other and suggest new and exciting places to explore. For Giant friendship is fundamental to our future.

A Professional Organisation –yes we do things a bit differently but we make sure we do things professionally too. We are reliable, trusted and approach everything with integrity. We have a great deal of experience in working with children and families; and we ensure everything is in place so that all you have to do is get creative and enjoy yourself!