

MARKET TOWN AWARDS 2007

MARKET TOWN: DRIFFIELD, POCKLINGTON, MARKET WEIGHTON

PROJECT NAME: EAST RIDING ARTISTS

Partners: Leader+, East Riding of Yorkshire Council (ERYC), East Yorkshire Wolds Tourism Partnership, Yorkshire Culture, Humber and Wolds Rural Community Council, and many others.

Category: Business and Economy

East Riding Artists (ERA) aims to support and encourage artists living and working within the East Riding of Yorkshire through a comprehensive programme of opportunities and networking. It aims to raise the profile of artists and makers and promote economic growth within the creative community.



ERA was formed in November, 2005, due to the demand apparent from artists working in isolation throughout the region, where geographical and knowledge barriers kept the communication to a minimum. There is a two-tier membership of Associates and Professionals in order to promote quality and a professional attitude to business.

Launched at the Driffield Show in 2006 with the help of Leader+ and ERYC, ERA has already participated in a wide range of exhibitions and events. The increased exposure of artists due to these events and resultant sales has

enhanced the East Riding's rural productivity and economic development. The increasing number and spread of members has clearly shown the demand for this type of collaboration.

This is the first time in the East Riding that a county-wide infrastructure of artists and makers has existed. The ultimate intention is to make ERA a sustainable, not-for-profit organisation with a physical base, offices and retail outlet. This will also contribute to the county becoming a more interesting and vibrant tourist destination.



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