

WHAT NEXT?

SPENDING ROUND POLITICAL ENGAGEMENT

#ARTS4BRITAIN

@WHATNEXTCULTURE

KEY FACTS AND ARGUMENTS

# WHAT ARE WE DOING AND WHY?

On November 25th George Osborne will announce the 2015 Spending Round. He has asked all Government Departments - including the Department of Culture, Media and Sport (DCMS) and the Department of Communities and Local Government (DCLG) - to set out how they would achieve 25% and 40% cuts by 2019-20.

Between now and November, Ministers and civil servants will be making the case to the Treasury behind the scenes as to how much, or how little, their Department should be cut by.

Osborne will also be listening very carefully to the concerns of his own colleagues.

We want MPs, especially Tory MPs, to feel engaged by our arguments, and compelled to take our concerns directly to George Osborne and his advisers. We want to turn MPs into advocates and champions on our behalf, and we want George Osborne to feel that his backbenches (and the general public!) would cheer him on if he were to avoid making large cuts to DCMS and DCLG budgets.

# OUR KEY MESSAGE FOR MPS: #ARTS4BRITAIN

If you only have one minute with your MP, remember these 5 points:

1. We need central government grant-in-aid arts funding to stay at the current level.
2. The combination of DCLG and DCMS cuts are having a crunch effect, particularly outside London.
3. The arts, unlike some other areas of government spending, are both vital for economic growth and have substantial social benefits.
4. We are already a very lean sector and further cuts will inhibit growth, particularly in the creative industries.
5. With the Spending Round fast approaching, can you help us make the case to the Treasury ?

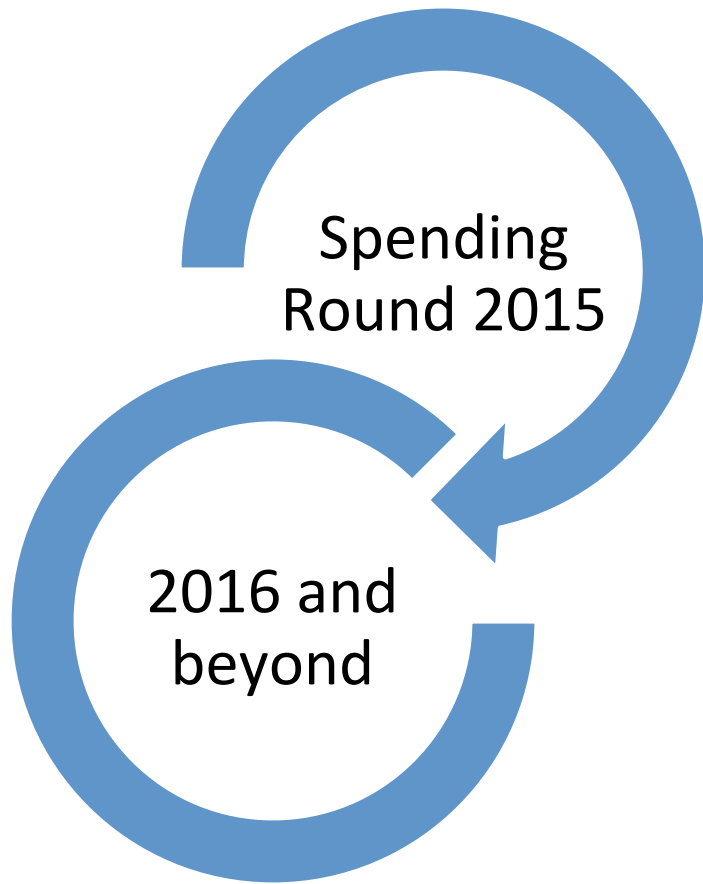
# OUR KEY MESSAGE FOR MPS: #ARTS4BRITAIN

Three important supporting messages, if you have more time:

6. The arts matter to your constituents more than you may realise. They play a major role in the lives of our citizens and shape our national identity.
7. As well as our venues, festivals and galleries, public funding of the arts is behind the success of the films, TV programmes and novels that people consume every day.
8. The arts are one of our best exports and one of the best adverts for Britain. They drive tourism and inward investment and mean we are a significant player on the world stage.

BACKGROUND

# OBJECTIVES AND KEY ASKS



## **Political Objectives**

- Influence Spending Round 2015 to ensure cuts to the arts are limited.
- Effectively make the case for flat spending at DCMS.
- Ensure the impact of DCLG cuts on the provision of local arts is understood.

## **Wider Objectives**

- Raise awareness of the way arts are funded in the UK.
- Build and maintain a network of Parliamentary champions.

# CONCERNS FOR MPS

As well as the major issues in the newspapers, MPs are currently focussing on the following trends:

- What's happening in their local constituency
- Jobs and productivity
- Ending the deficit and promoting economic growth
- Apprenticeships and opportunities for young people
- Supporting small businesses
- Making life better for “ordinary people”
- Regional devolution and rebalancing the economy
- UK's international standing, soft power, tourism and exports



# TIPS FOR SUCCESSFUL ENGAGEMENT

- ✓ **Make it relevant:** Focus your remarks on what's happening in the constituency. Use practical, every day examples of what's going on in the community and how the arts links to it.
- ✓ **Tailor your argument:** Every MP is individual – they will campaign for a wide variety of issues and respond to different arguments in different ways. If they have often spoken in Parliament or in the papers about healthcare, mention any work you might be doing alongside the local health service. If they often campaign on education issues, make sure you mention the work you might be doing with teachers and students.
- ✓ **Use numbers:** As far as possible, back up your arguments with numbers, evidence and data.
- ✓ **Be passionate, but not vitriolic:** Make your case as compelling and as human as possible, but, particularly if you're talking to a Tory, don't criticise them, the Government or the Chancellor.



# MP FAQs

There are two key concerns that every MP will want answered:

- Does this matter to any other constituents / voters?
  - Yes. The publically funded arts are behind every great British TV programme, book, festival and film. And on a local level we are working with schools, hospitals and community groups [use your own examples] to make this constituency great.
- National and local budgets are tight. Why should you be protected and not the army/NHS/schools?
  - It is not an either/or. The arts are central to public life and drive growth, innovation and regeneration. The amount spent nationally on the arts is already small; investment in the sector will boost the economy as well as national wellbeing. We work alongside many public services – for example, with the NHS on mental health, or in poorly performing schools – to drive efficiency and enhance outcomes.

KEY FACTS

# HOW THE SECTOR IS FUNDED... PART ONE

Many MPs will have never been lobbied by the cultural sector before, and few will understand the way we are funded.

- The sector is supported by a complex funding ecology: national public subsidy (chiefly Grant in Aid via the Arts Council and direct funding from the Treasury), funding from local authorities, National Lottery money, philanthropy and earned income from commercial endeavour.
- Despite an increase in National Lottery funding, the sector has faced significant cuts. Grant in Aid for the arts distributed through Arts Council England **fell by £106 million from 2009/10 to 2013/14**. this equates to **more than a third of core national arts funding** being lost.
- Lottery funding must remain additional to core government spend. It cannot replace it – and it doesn't. The two sources of funding serve very different purposes – with Grant in Aid providing the back-bone of the sector and Lottery filling the gaps- such as supporting capital, training and projects.

## HOW THE SECTOR IS FUNDED... PART TWO

- Over the last five years, Local Authorities in England have **cut funding to arts and museums by £57 million** in cash terms. In real terms this equates to a removal of almost **a quarter of local funding** for arts and museums.
- Local authorities provide a **higher proportion of overall funding for the arts outside London**. Over the past five years, on average, Local Authority cuts to arts and museums have been disproportionate.

# THE ARTS – KEY TO OUR ECONOMY

- The creative industries are the most rapidly growing part of our economy; but this growth only occurs in clusters around subsidised arts organisations. (NESTA Creative Clusters project, ACE NPO list and DCMS creative industries statistics, 2014).
- One in twenty people in the UK depend on the arts for their livelihood, through working as artists, directors and producers to technical support, media and the creative industries and associated trades in a largely British supply-chain. (Creative Industries Federation, June 2015)
- The industry adds over £7.7 billion to the UK economy. For every £1 the government spends on the arts return £5 to the Treasury. (Arts Council/CEBR, June 2015).
- Arts are a major contributor to night-time economies and drive regional regeneration. Turner Contemporary alone contributed over £30 million to Margate's economy and a 30% increase in rail passengers to Margate station (Kent County Council 2014). Houses in an area of high cultural provision are worth around £26,000 more on average (CEBR, 2015).
- Apprenticeships in the creative sector have seen the fastest growth in uptake over the last 5 years; four times faster than any sector (Creative SkillSet, 2015)

# THE ARTS – KEY TO OUR SOCIETY

- Arts centres are at the heart of our social life and also one of the biggest draws for tourists visiting the UK. (VisitBritain, 2014).
- 77% of adults take part in the arts at least once a year and almost twice as many people visit the theatre every year in London as watch Premier League football. (DCMS, December 2014 and National Theatre/SOLT, July 2014)
- Our success in the arts is the major contributing factor to our consistent position as the number one in soft power in the world. (ComRes/Facebook July 2015)
- 4 of the top 6 activities most conducive to human happiness and wellbeing are arts related (LSE, 2015)
- Students from low income families that take part in arts activities are 3 times more likely to gain a degree. (Catterall, 2009)

# FURTHER READING

- Arts Council Advocacy Toolkit:  
<http://www.artscouncil.org.uk/what-we-do/value-arts-and-culture/advocacy-toolkit/>
- Cultural Learning Alliance: Education evidence  
<http://www.culturallearningalliance.org.uk/evidence> and arguments  
[http://www.culturallearningalliance.org.uk/images/uploads/ImagineNation\\_The\\_Case\\_for\\_Cultural\\_Learning.pdf](http://www.culturallearningalliance.org.uk/images/uploads/ImagineNation_The_Case_for_Cultural_Learning.pdf)
- Warwick Commission on Cultural Value:  
[http://www2.warwick.ac.uk/research/warwickcommission/futureculture/finalreport/warwick\\_commission\\_final\\_report.pdf](http://www2.warwick.ac.uk/research/warwickcommission/futureculture/finalreport/warwick_commission_final_report.pdf)

THANK YOU AND GOOD LUCK!

FOR MORE INFORMATION CONTACT

[LIZZIE@CULTURALLEARNINGALLIANCE.ORG.UK](mailto:LIZZIE@CULTURALLEARNINGALLIANCE.ORG.UK) OR

[RLUFF@HANOVERCOMMS.COM](mailto:RLUFF@HANOVERCOMMS.COM)