

WHAT NEXT? - GET CREATIVE

From day one, What Next? has aimed to open up a conversation with the millions of people all over the UK who love and value the arts and enjoy exploring culture in the many forms it takes.

In true WN? style (that is to say, unexpectedly) a plan has emerged which could enable all of us to work with our BBC WN? colleagues to fast forward in a truly exciting way a great deal of what WN? was set up to do.

So ... Here is the news.

Get Creative is a partnership between WN? and the BBC.

It will be a year-long high profile campaign - potentially a tremendous springboard for the arts, for culture and for creativity.

The BBC are offering their multiple skills and a large number of their TV and radio channels, local as well as national.

I'm writing to ask you to join this partnership by adding your arts organisation to the many others who are already signed up to take part.

We want at least 1000 across the country. Many of us feel that this is the opportunity of a lifetime.

We want to work together so as to suggest that art and culture are not separate from our lives but (whether or not we all think about it this way) that they are as close to us as the air we breathe. Music, theatre, dance, fine art, museums, yes, but also cuisine, architecture, fashion, video games, town planning, industrial design ...

We want to suggest the many (often unacknowledged) connections between the different ways creativity and art are learned and made and experienced and to celebrate the crucial place they hold in our lives.

We want to celebrate the voluntary arts as much as the professional ones. As Tony Hall put it, at the end of the **Get Creative** year we want to have an on-line 'doomsday book' documenting and rejoicing in the hundreds of ways art is enjoyed throughout the UK.

The campaign will be launched by Tony Hall and WN? on **19 February 2015**.

Its success will rely on enthusiastic engagement by as many of you as possible, to create and participate in local and national conversations and to use the **Get Creative** logo to link us together. **Get Creative and dance, Get Creative and make a movie, Get Creative and ...**

With this letter comes a **Call to Action**: suggestions of many ways in which you can play a major role. Everything your organization does over the next year could be part of **Get Creative**.

Get Creative will culminate in a 48-hour UK-wide celebration in February 2016.

Please - would you **circulate this information** to (all) your networks **along with the Call to Action attached** and a personal message underlining the importance of working together to make this a success.

And please - contact the campaign team with questions, ideas, concerns, plans ...

Email getcreative@bbc.co.uk

and cc our What Next? project manager

Hannah Lambert hlambert.projects@gmail.com

So ... if you ever wondered 'what's next?', this is. Please be a part.

With all good wishes

David Lan

