

#ARTS4BRITAIN 2.0
THIS TIME IT'S LOCAL

WE NEED YOUR HELP AGAIN!

IN THE SHORT TERM...

- Local authorities are drawing up their budgets. Councils are not obliged by law to provide any funding to the arts: but they are obliged to fund certain key areas, such as adult social care. They have significantly less money available to them than they did last year, and will be facing some hard choices. We need to make the case for the arts and culture, so that councillors understand the need to invest in us.

...AND IN THE LONG TERM

- A new government is in place, with new Ministers, who will be looking ahead to the Autumn Statement in November and Budget in March. MPs and Ministers need to hear from us first hand about the benefits cultural investment brings to local communities. Particularly in the context of Brexit, now more than ever we need to make sure new ministers are equipped with the facts about how culture in Britain is funded, and the benefits culture brings.

WHAT'S THE PLAN?

WHAT DO YOU NEED TO DO?

- We want you to get in touch with your local authority, and your local MP, to tell them why arts funding in your area matters so much.
- We need you to do this NOW: every local authority is different but many are announcing their budgets in the autumn. To influence their thinking, you need to have made contact with them as soon as possible.

WHY DOES WRITING TO MY LOCAL AUTHORITY MATTER?

- Influencing local authorities can be a complex process, but it is essential. Real relationships and conversations with decision makers are the only way we can make the case for culture in this climate.
- Even if your Local Authority is not your biggest funder or partner, they will still have significant influence in your area and will directly affect your audience, your talent pool, other cultural organisations and community, and the national picture. Consider joining with colleagues to make the argument together.
- Every local authority is different. Each will have its own priorities, structure and political make up. Some authorities will have arts and cultural officers and some will not.
- Relationships with local authorities need to be ongoing and long-term, but staff turn-over and political change mean that they need constant investment.

WHAT DO I NEED TO DO?

FIRST STEP: UNDERSTAND YOUR LOCAL AREA

- Find out who your local key players are. More information and links are on the next slide.
- Who are the other arts and culture players in your authority? Check our What Next? database to find out. Can you work together to make the case for culture?
- Find out what your local authority's priorities are. Every Council will have around four and they should be on the website.
- Find out if you have an arts and culture officer and contact them. Ask them who the key players in the authority are (and for their contact details) and for information on culture in their area.

SECOND STEP: IDENTIFY THE KEY PLAYERS

Elected officials

- Your MP
- The Mayor (especially if elected)
- The Leader and Deputy Leader of the Local Authority
- Portfolio Holder / Cabinet Member for Culture
- Your ward councillors

The Council

- The Chief Executive of the Council
- The Director of Culture (may sit within Tourism, Sport or another Department)
- The Arts Officer

OTHER IMPORTANT PEOPLE

- The Local Enterprise Partnership (LEP): LEPs lead on driving economic development in the regions.

RESOURCES

Find out who your local elected representatives are here: <https://www.writetothem.com/>

Arts Council England has a data portal that you can use to get a briefing on your authority - it will tell you the investment in the arts, the number and type of organisations, the number of children and young people and other key ranking data and information:

<http://www.artscouncil.org.uk/research-and-data/children-and-young-people>

Background Reading: The **Local Government**

Association has produced this Quick Guide to Local Government:

http://www.local.gov.uk/c/document_library/get_file?uuid=a5b2c920-8f40-4eae-9852-8b983724f5bc&groupId=10180

THIRD STEP: GET WRITING

- Send an email or letter to your council, councillors and MP – including your contact details and postcode, so they know you're a constituent (all your personal data is protected when writing to a politician)
- Introduce yourself and the organisations you work for and with
- Tell them why spending on culture should be protected in your community
- Give practical, tangible examples of where an arts project has enhanced your community – either through regeneration, health outcomes or improving community cohesion.
- Set out why any further cuts in your local area would have a negative effect: be as specific as you possibly can
- Invite them to come and see your work in practice and ask if you can meet with them in person

WHAT ELSE CAN I DO?

- Use the hashtag #arts4britain to join in an online conversation about how arts are boosting local communities
- Invite your local politicians to see your work in context
- Share our infographic – and make your own! We've got examples at the end of this presentation.
- Write to Sajid Javid, the Secretary of State for Communities and local Government, and encourage him to make sure that culture and the creative industries are reflected in devolution and growth deals – and that their overall impact on regional regeneration is acknowledged publicly by government.

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 politician 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.

KEY FACTS

HOW THE SECTOR IS FUNDED... PART ONE

Many Councillors will have never been lobbied by the arts 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 across the UK, creative industries can only be found in close proximity to arts organisations. (NESTA, ACE and DCMS).
- 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 2016)
- 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
- Warwick Commission on Cultural Value:
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 OR

RLUFF@HANOVERCOMMS.COM