

**LET'S CREATE  
Arts Council England's  
Strategy 2020-2030**





# LET'S CREATE

STRATEGY 2020-2030  
ARTS COUNCIL ENGLAND

## **The vision:**

By 2030, we want England to be a country in which the creativity of each of us is valued and given the chance to flourish, and where every one of us has access to a remarkable range of high-quality cultural experiences

# The strategy is built around **3 Outcomes** and **4 Investment Principles**

## **Outcomes:**

- Creative People
- Cultural Communities
- A Creative and Cultural Country

## **Investment Principles:**

- Ambition and Quality
- Dynamism
- Environmental Responsibility
- Inclusivity and Relevance

# Outcome 1: **Creative People**

- Everyone can develop and express creativity throughout their life
- Opportunities for creativity to reduce loneliness, improve physical and mental health and wellbeing
- Removing barriers to becoming and staying involved in creative activities wherever you live



## Outcome 2: **Cultural Communities**

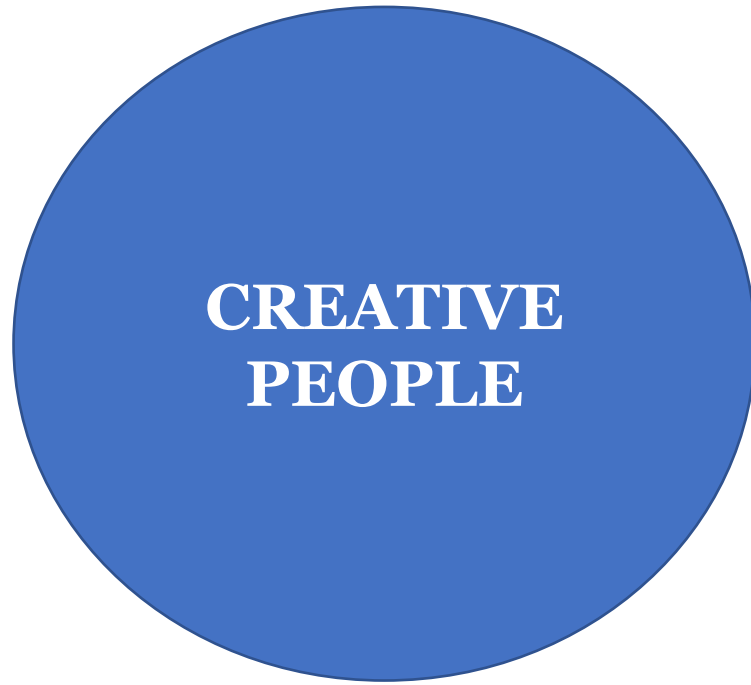
- Villages, towns and cities thrive through a collaborative approach to culture
- Improve lives, regenerate neighbourhoods, support local economies, attract visitors and bring people together
- Priority areas and levelling up



## Outcome 3: **A Creative and Cultural Country**

- For everyone wanting a career in the cultural sector to fulfil their potential regardless of their background
- To draw on a diverse talent pool that reflects society as a whole
- To reimagine cultural heritage for the audiences of today and to experiment with new ways of reaching the public
- To forge new partnerships to create a more innovative, creative and international cultural sector





Amateur and  
voluntary sector  
including CYP



Collaborations  
between amateurs  
and professionals



Professional  
careers within  
cultural sector

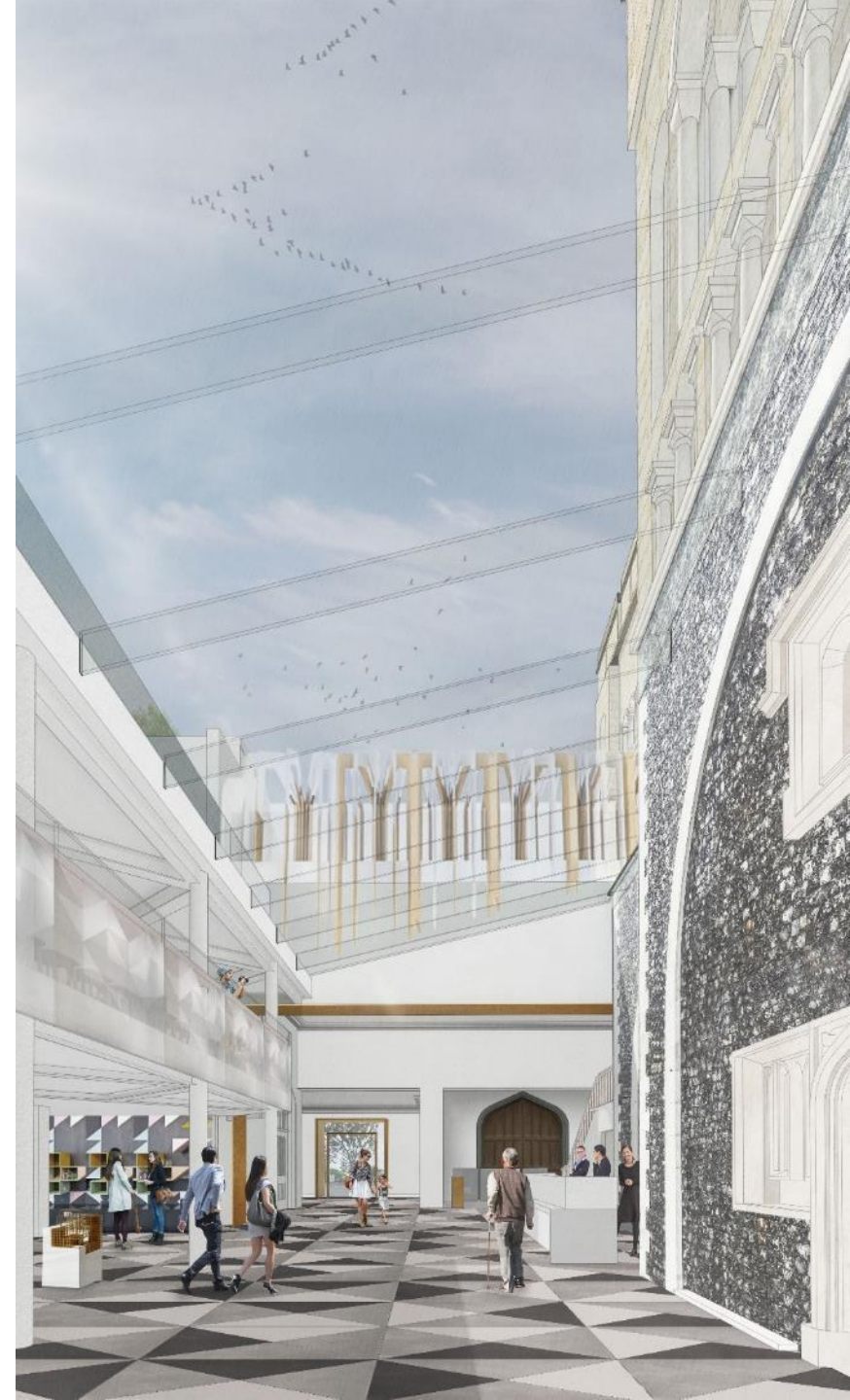


## IP<sub>1</sub>: **Ambition and Quality**

- Commitment to improving quality
- Evaluation and peer review
- Talent development
- Demonstrate potential to excel

# IP<sub>2</sub>: **Dynamism**

- Adapting missions and business models
- Invest in skills development
- Embrace technology
- Entrepreneurial approach to financial resilience
- A more informed and effective data culture





## IP<sub>3</sub>: **Environmental Responsibility**

- Moving beyond environmental sustainability to environmental responsibility
- Embedding environmental thinking into everything we do; from operations to programming

# IP4: Inclusivity & Relevance

- Ensuring the museum sector better reflects and serves communities
- Builds on the Creative Case for Diversity (programming, talent development, workforce leadership and governance)
- Identify who is under-represented, which communities are under-represented, and take action to address this



***‘We will support towns, cities and villages to use culture to connect, nationally and internationally, and to reflect the diverse influences, experiences and knowledge of their diaspora communities in building and understanding collections and creating and presenting work.’***



***‘We will also encourage more international research and dialogue about the global collections held in the country’s museums, and support those museums to take a collaborative and inclusive approach to working with their collections, based on a clearer understanding of their origins.’***



# Priority Places

ACE has identified 54 places in England where investment and engagement is too low.

The 2023-26 NPO portfolio will prioritise work in these places.

The 54 priority places include:

## Great Yarmouth

£6.61 average arts investment per capita

39% of population engaged in arts and culture



# Levelling Up for Culture Places

109 local authority areas will be the focus for additional Arts Council engagement and investment to benefit creativity and culture outside of London. These areas include:

- Breckland
- Great Yarmouth
- King's Lynn & West Norfolk
- North Norfolk



Time & Tide



Lynn Museum



Cromer Museum



Tolhouse Gaol (Great Yarmouth)



Ancient House



Elizabethan House



Gressenhall Farm & Workhouse

# Applying to the National Portfolio

- VERY competitive!
- A wider geographical spread, and more organisations to join portfolio
- More representative of communities
- Delivering the Government's Levelling Up agenda
- No uplift from current level of funding
- Possible to request additional funding for projects in priority places

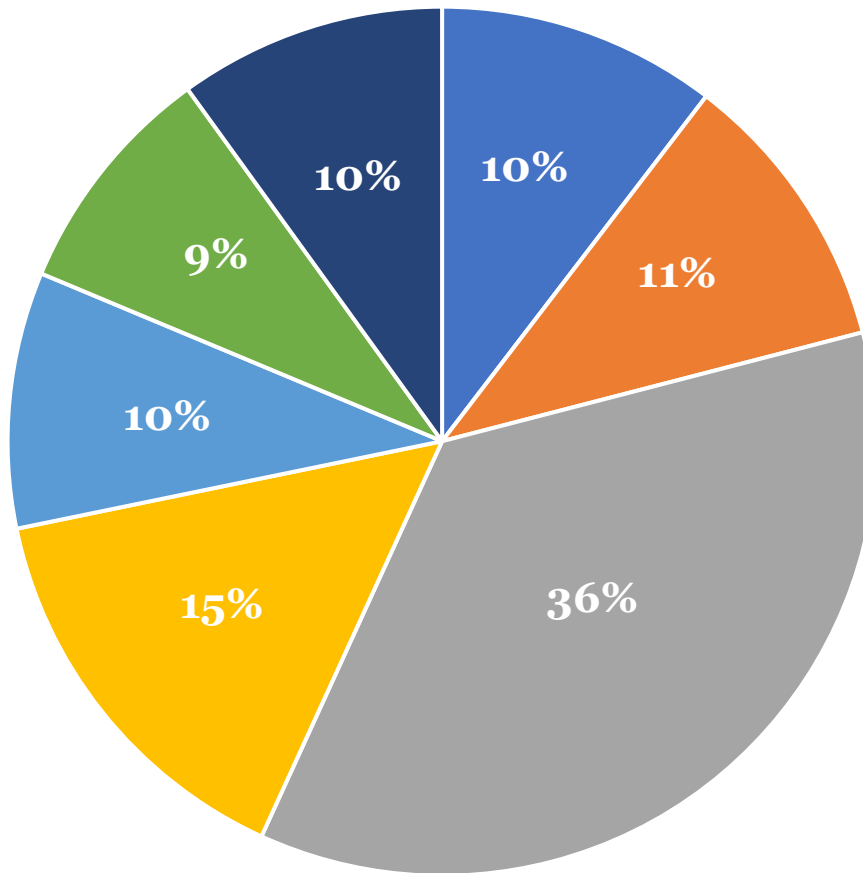
NMS will need to

- deliver against all three outcomes
- track continuous improvement against investment principles
- demonstrate strong leadership and governance
- build strong local and national cultural partnerships
- be ambitious about working internationally
- commit to data collection, evaluation and monitoring of targets

# **NMS' current NPO programme**

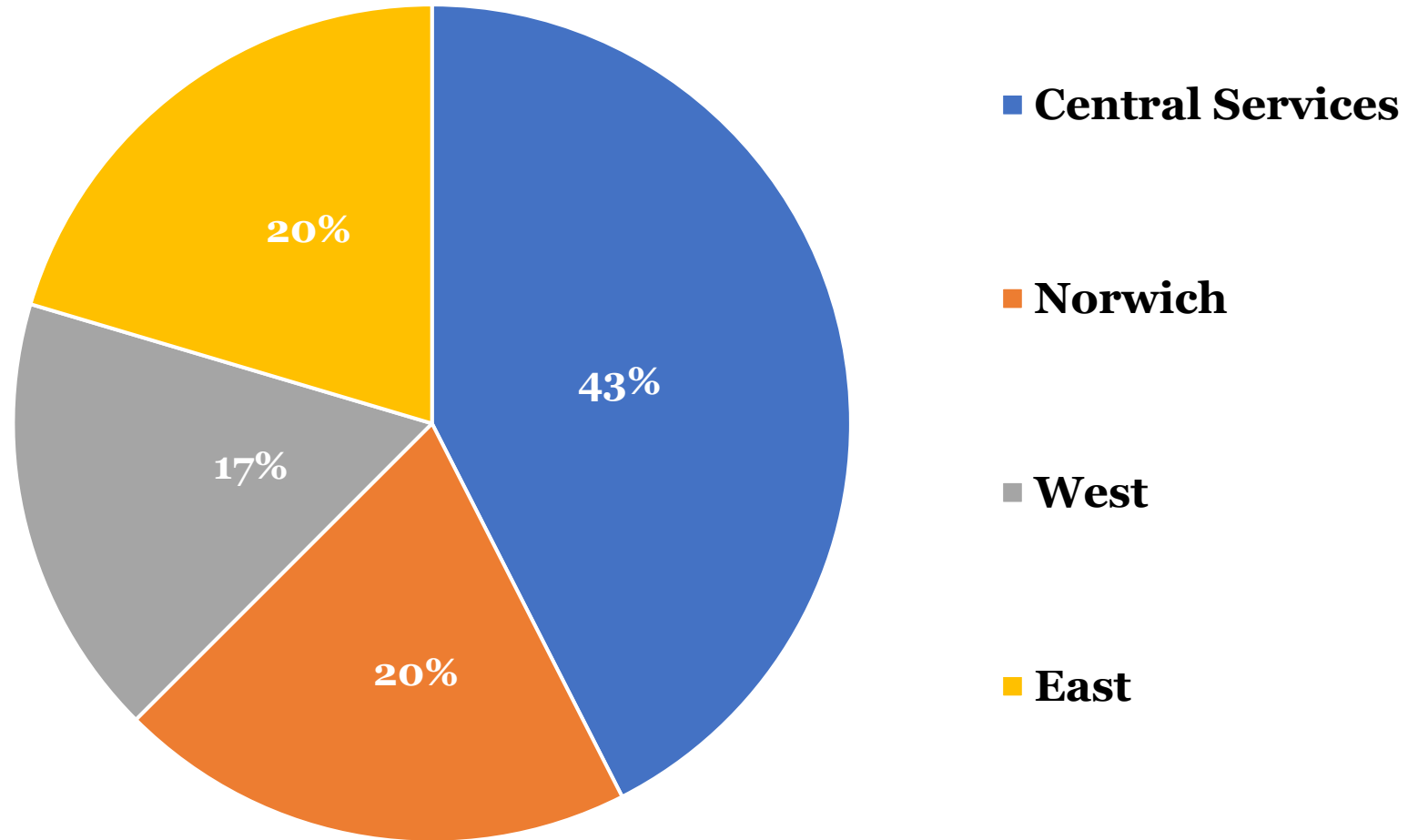
- £1,225,308 per year
- 83% of the grant funds salaries
- 34 members of staff (29 FTEs)
- Supports delivery of the 25 goals in NMS' 5 year strategic framework

# Allocation of Funding



- Collections & Curatorial
- Specialist Services
- Learning & Events
- Skills Development
- Temporary Exhibitions
- Marketing & Communications
- Development

# Allocation by Locality



# Timeline

- 23 February Managers' Briefing
- 28 February Grantium portal opens for applications
- 16 March All Staff Briefing
- 21 March Meeting with ACE Relationship Manager
- 1 April Joint Museums Committee
- 14 April Curators' Forum
- 18 May Deadline for applications
- 31 October Decisions announced

# Questions for today

- Are our current activities meeting the *Let's Create* priorities?
- Should we be prioritising certain strands of work e.g. young people/sustainability?
- What new/different things could we be doing?
- Is there anything that we should stop/do differently?
- Should we consider joint programmes with partners/other NPOs?