



# The National Campaign for the Arts

The 'New Politics':  
What does it mean for  
Artists and Arts Organisations?

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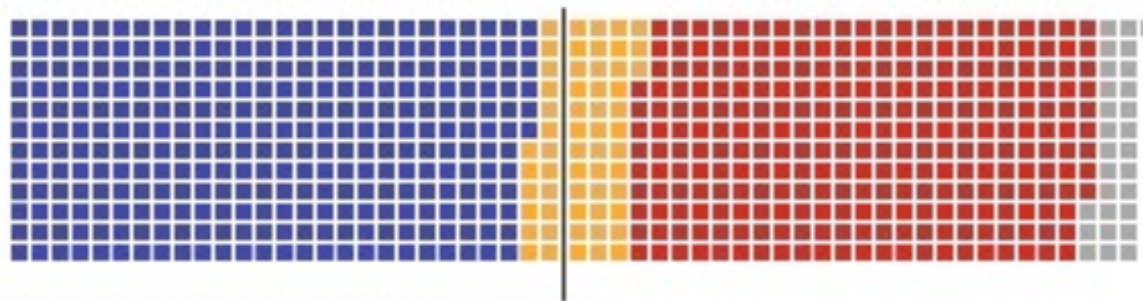
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# General Election 2010



## The new Commons: seats and votes won



Winning post: 326 seats

Source: BBC

**...the first Hung Parliament since  
1974**

# Who could form a government?



## **Winning post 326 seats**

(actual 323 as Sinn Fein don't take their seats)

Lab + Lib Dem = 315

Lab + Lib Dem + SDLP = 318

Lab + Lib Dem + SDLP + Alliance = 319

Lab + Lib Dem + SDLP + Alliance + Green = 320

Lab + Lib Dem + SDLP + Alliance + Green + Plaid = 323

**Con + Lib Dem = 363**

**“The party with the most votes and the most seats has the moral right to seek to govern first” – Nick Clegg MP**



# Coalition partners: The Conservatives

## Who's Who?

### CABINET

Prime Minister: **David Cameron**

Chancellor: **George Osborne**

Home Secretary: **Theresa May**

Education: **Michael Gove**

Communities and Local Government: **Eric Pickles**

Culture, Olympics, Media and Sport: **Jeremy Hunt**

### MINISTERS OF STATE

Arts (DCMS): **Ed Vaizey** Civil Society (Cabinet Office): **Nick Hurd**

Schools (Education) **Nick Gibb**

Immigration (Home Office): **Damian Green**



# Coalition partners: The Lib Dems

## Who's Who?

### **CABINET**

Deputy Prime Minister: **Nick Clegg**

Chief Secretary to the Treasury: **David Laws**

Business, Innovation and Skills: **Vince Cable**

### **MINISTERS OF STATE**

Children and Families (Education) **Sarah Teather**

**No Liberal Democrats at DCMS**

# Coalition partners: The Conservatives

## Key pre-election arts policy pledges:

- **General Priorities**

Support art for its own sake; trust artists to excel; decrease govt.interference; reduce bureaucracy; scrap RDA's

- **Education**

Introduce every child to the arts; every child to have opportunity to lean an instrument, learn to sing and receive a solid cultural education; use arts to transform lives and aspirations; bring coherence, stability and long-term strategy to educational schemes and initiatives

- **Inclusion/participation**

Harness technology to ensure that all major arts organisations are able to showcase work online thereby allowing greater access

- **Funding**

Return National Lottery to original four good causes; encourage philanthropy and private giving; 5% admin cost cap on government grant making bodies (incl. ACE). Longer term funding agreements, with conditions; change year end flex rules for

# Coalition partners: The Lib Dems

## Key pre-election arts policy pledges:

- **General Priorities**

Greater support for and recognition of excellence; encourage greater participation; ensure arts are not an after-thought or added extra

- **Education**

Embed culture and creativity as a key part of every child's education; increase amount of time trainee teachers spend learning about the arts and creativity

- **Inclusion/participation**

Introduce scheme to target offers of cut price tickets, free entry or taster sessions at new audiences and the socially excluded

- **Funding**

Change way National Lottery is taxed to release more money for Treasury and good causes; Maintain current levels of govt investment; more public recognition for generous individual and corporate donors; ensure ACE finances risk and innovation as well as established organisations

# Coalition Government: The Agreement

## **Coalition policy priority:**

- Immediate plans to reduce structural deficit

## **Other policies to note:**

- Increase in the personal tax allowance
- Scrapping previous Government's planned NI increase
- Annual cap on non-EU immigration
- Greater autonomy for schools
- Greater decision making power for local communities



# Coalition Programme for Government

“We both want to build a new economy from the rubble of the old. We will support sustainable growth and enterprise, balanced across all regions and all industries, and promote the green industries that are so essential for our future.”

“When you take Conservative plans to strengthen families and encourage social responsibility, and add to them the Liberal Democrat passion for protecting our civil liberties and stopping the relentless incursion of the state into the lives of individuals, you create a Big Society matched by big citizens. This offers the potential to completely recast the relationship between people and the state: citizens empowered; individual opportunity extended; communities coming together to make lives better.”

## Coalition Agreement: DCMS

**A vibrant cultural, media and sporting sector is crucial for our well-being and quality of life. We need to promote excellence in these fields, with government funding used where appropriate to encourage philanthropic and corporate investment.**

- Maintain free entry to national museums and galleries, and give national museums greater freedoms.
- Examine the case for moving to a 'gross profits tax' system for the National Lottery, and reform it so that more money goes into sport, the arts and heritage.
- Ban lobbying activities by National Lottery distributors and restrict admin costs to 5% of total income.
- Support the creation of an annual Olympic-style schools sport event to encourage competitive sport in schools, and seek to protect school playing fields.
- Cut red tape to encourage the performance of more live music.
- Introduce measures to ensure the rapid roll-out of superfast broadband across the country. [.....] If necessary, consider using the part of the TV licence fee that is supporting the digital switchover to fund broadband in areas that the market alone will not reach.

# Coalition Agreement: children, schools

- Review the criminal records and vetting and barring regime and scale it back to common sense levels.
- Create more flexibility in the exams systems so that state schools can offer qualifications like the IGCSE.
- Reform league tables so that schools are able to focus on, and demonstrate, the progress of children of all abilities.
- Improve the quality of vocational education, including increasing flexibility for 14-19 year olds and creating new Technical Academies as part of our plans to diversify schools provision.
- Keep external assessment, but will review how Key Stage 2 tests operate in future.



## Coalition Agreement: communities

- Promote the radical devolution of power and greater financial autonomy to local government and community groups. This will include a review of local government finance
- Introduce new powers to help communities save local facilities and services threatened with closure, and give communities the right to bid to take over local state-run services
- Implement the Sustainable Communities Act, so that citizens know how taxpayers' money is spent in their area and have a greater say over how it is spent

# Coalition Agreement: social action

**We will take action to support and encourage social responsibility, volunteering and philanthropy, and make it easier for people to come together to improve their communities and help one another.**

- Greater involvement [of the ‘Third Sector’] in the running of public services
- Measures to encourage charitable giving and philanthropy.
- Introduce National Citizen Service. The initial flagship project will provide a programme for 16 year olds to develop the skills needed to be active and responsible citizens, mix with people from different backgrounds, and start getting involved in their communities.
- Encourage volunteering and involvement in social action, including launching a national day to celebrate and encourage social action, and make regular community service an element of civil service staff appraisals.

- **Relevant Bills include:**
  - Academies Bill
  - Education and Children's Bill
  - Decentralisation and Localism Bill
  - Local Government Bill
  - Public Bodies (Reform) Bill

## There will be trouble ahead.....

- DCMS departmental cut of £88 million
  - £27 m to ODA
  - £61 m to DCMS, of which £19 m to ACE.
- £1.16 billion cut to Local Government
- Budget – 22 June
- Comprehensive Spending Review – autumn

# Advocacy: What can you do?



- Respond to consultations.
- Invite Ministers and other politicians to events.
- Arrange meetings with key players and politicians.
- Keep the NCA informed and use our resources.

# Advocacy: Who to speak to?



- **Build Labour contacts** – opposition more likely to take on a cause
- **Maintain Conservative contacts** – main party of Government, will have less time and be less inclined to divert from Government priorities, essential to maintain existing relationships
- **The Lib Dems** – Have gone from 3<sup>rd</sup> party to party of Government. Key Lib Dems now have government roles. Some former portfolio holders now ‘back benchers’ but still have the ear of ministers, these are especially important relationships to cultivate.
- **LOCAL POLITICIANS** – Your local MP and councillors are often the best way to advance your cause. Building relationships here is crucial.

# Advocacy: all politics is local



- Be aware of the changed nature of local government: Big Society and local decision making.
- ‘De-ringfencing’ of local government budgets
- Opportunity and threat for cultural sector.
- Show how the arts contribute to quality of life and to wider government priorities.
- Provide persuasive information for politicians about the benefits of supporting the arts.
- Get local artists and arts organisations involved in planning and delivery of services.
- Give examples of best practice as information and inspiration and encourage the sharing of best practice.
- Use the local community to demonstrate wider support for the arts.
- **Lobby local politicians and MPs.**

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# Sustain the relationship



- Provide regular updates on what your organisation is doing. Send your key contacts your press releases or annual reports. Highlight information that you might think will be of particular interest to them and remind them of past contact you may have had.
- Invite them to opening nights, launches or exhibitions.
- Offer to provide a behind the scenes guide or tour of the premises, with the opportunity to meet some of your staff and some of the people who benefit from what you do.
- Follow up your contacts; always refer to past correspondence, so it is clear that you have been engaged with them in an ongoing way.

# What to say: Useful facts



- The UK is one of the top three countries in the world for culture.
- The ten most visited attractions in the UK last year were all cultural.
- 8 out of 10 people attend arts events or visit historic places or museums.
- There are 1.2 million cultural volunteers. Many gain new skills useful in other areas of life.
- Culture in the UK has a mixed funding model: one third of income is self generated, just over half comes from public funding and the remainder is raised from philanthropy.
- Investment in culture leverages further investment: Liverpool European Capital of Culture generated an estimated £800 million for the regional economy.
- The current level of funding for the arts costs around 39p a week per household – less than a pint of milk.
- People believe that culture and heritage make places more attractive and build local trust and confidence.

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# Getting the economy back on track

- Heritage tourism contributes over £20 billion to UK GDP, more than advertising or the car industry.
- The UK has 5 of the 20 most visited art museums in the world.
- Economic impact of theatre in the UK is £2.6 billion a year.
- Every public £1 spent on theatre attracts £2 from other sources.
- In 2009 52 major theatres in central London had their best year ever, worth £504 million in box office.
- Between 1997 and 2006 the creative economy grew faster than any other sector, accounting for 2 million jobs and £16 billion of exports in 2006.

# Key messages



- Arts thriving due to investment.
- Don't undercut achievements. Small investment = huge impact.
- Cultural organisations contribute to UK as a leading international destination.
- In 2007 creative sector generated £57 billion in Gross Value Added to the national economy.
- Creative economy: 7% of GDP – set to overtake financial services sector.
- Contribution to education and skills.
- Vital to our quality of life – Audiences up in a recession, increase in demand for cultural and leisure activities.

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# A manifesto for the arts



Urge your contacts to read and support the Arts Manifesto. Some strong summary points to make from the manifesto are:

- **The future of the UK lies in a skilled, culturally educated and creative workforce that is innovative and adaptive to change.**
- **The future of our economy lies in its capacity to create.**
- **A stronger civil society lies in shared experiences; participation in the arts is often a first step towards civic engagement.**
- **The UK's reputation in the cultural and creative sectors is vital to its overall international standing and future success.**
- **Art has the power to change lives and its contribution to our national life should be supported and championed.**

# But most importantly....

- Don't forget to talk about the beauty of art
- Art is intrinsically important to us; it is the human condition



# Further information



For a copy useful resources go to:

[www.artscampaign.org.uk](http://www.artscampaign.org.uk)

or contact:

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