

How to demonstrate the benefits of public investment in the arts



National Youth Dance Wales (image: John Collingswood)



Cyngor Celfyddydau Cymru
Arts Council of Wales



Noddir gan
Lywodraeth Cymru
Sponsored by
Welsh Government



Supported by
The National Lottery[®]

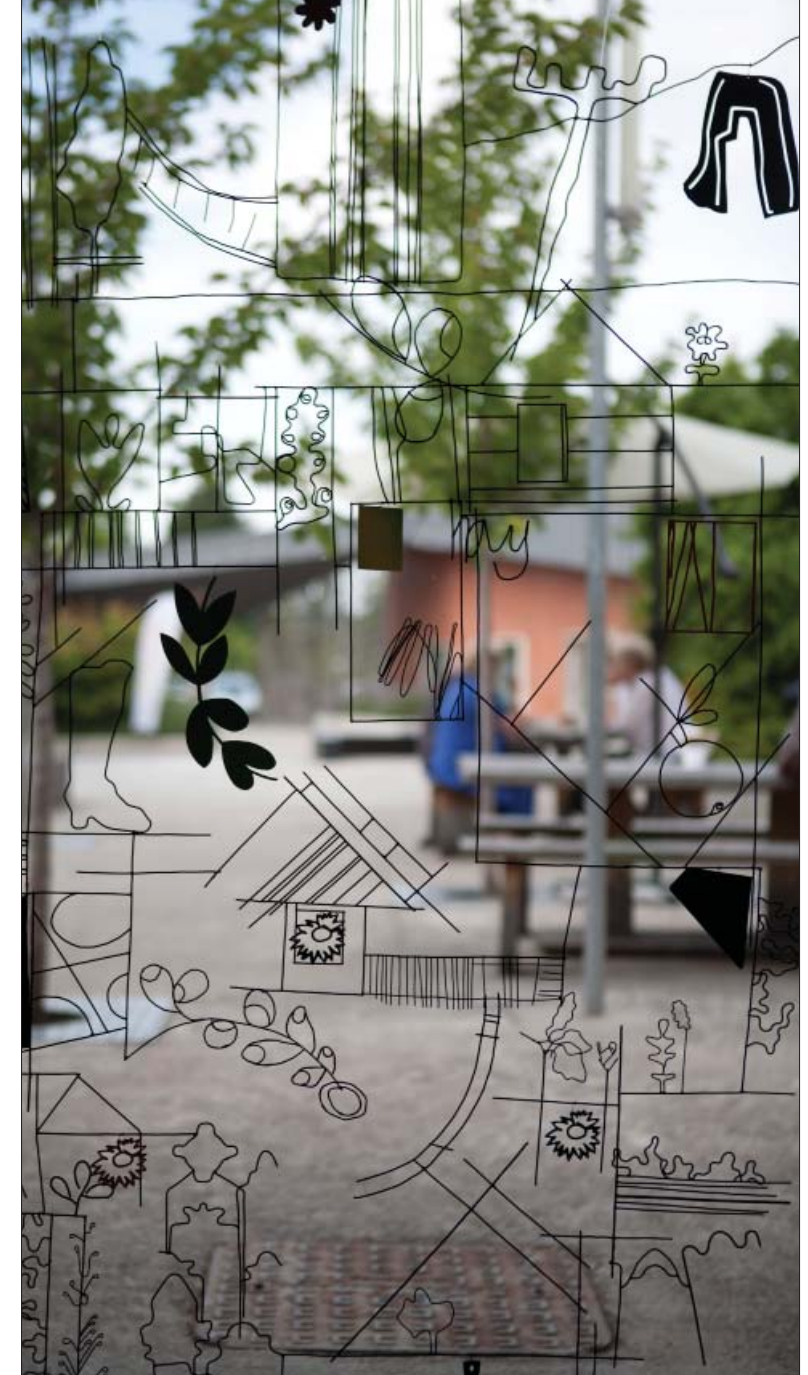
Cefnogwyd gan
Y Loteri Genedlaethol

Why invest in the arts?

This presentation is designed to help your organisation demonstrate the benefits of public investment in the arts.

You can use the information on these pages to:

- contact your AM/MP to explain why it's essential to invest in the arts, and how this applies to your organisation
- tell your stakeholders and social networking followers why we need to invest in the arts and encourage them to make the case to their AMs/MPs
- update your website with content on the benefits of investing in the arts
- include key messages on investing in the arts on your press releases and in any media activity



Windows on Wales, Julia Griffiths-Jones, Ruthin Craft Centre
(image: courtesy of artist)

Our story: why the arts are good value

You can use and adapt these messages at every opportunity:

- Wales' cultural sector is booming
- together, we have created world-class work, landmark institutions and quality education programmes
- cultural events bring communities together and make our lives richer
- the cultural sector creates economic growth and jobs: it is one of the fastest-growing in the economy
- continued public funding is vital to the whole sector, giving confidence to sponsors and private investors



Georgia Ruth, showcasing on the Horizons Stage at WOMEX 13
(image: Yannis Psathas)



The sector in Wales is characterised by a highly qualified workforce, with **68%** in possession of a degree-level qualification

The creative and cultural sector supports **1,840** businesses in Wales adding **£1bn** in GVA to the economy



ARTS EMPLOYMENT

Arts is a vital part of our economic success, creating high value employment

www.artscouncilofwales.org.uk



The creative industries sector in Wales employs more than

30,000



In **2014/15** Arts Council of Wales Revenue Funded Organisations employed

4,135 people



Cyngor Celfyddydau Cymru
Arts Council of Wales

Sources can be found at www.artscouncilofwales.org.uk/advocacy

£146 million

was spent on holidays where culture and heritage was the main activity for the holiday

Wales has a **diverse** and **exciting** music industry and has produced world renowned music acts such as the Manic Street Preachers, Stereophonics, Duffy, Tom Jones, Funeral for a Friend, Catatonia, Super Furry Animals, Bryn Terfel, John Cale and The Automatic



ARTS ECONOMY

Welsh arts represent world-class creativity; it is a valuable export attracting inbound tourism

www.artscouncilofwales.org.uk



There are over **4,200** active businesses and enterprises generating over **£1.8bn** annual turnover

£45.6 million

was generated in 2014/15 in earned income by Wales' Revenue Funded Organisations



Cyngor Celfyddydau Cymru
Arts Council of Wales

Sources can be found at www.artscouncilofwales.org.uk/advocacy

68,869

participatory sessions were run by our Revenue Funded Organisations in 2014/15



8 out of 10 Welsh adults attended at least one arts event in 2014



ARTS AUDIENCE

Arts experiences make our lives richer and our communities stronger and more resilient

www.artscouncilofwales.org.uk



3,952,302

attended an arts event held by our Revenue Funded Organisations in 2014/15

82.3% of children and young people participated in an arts event in 2014



Sources can be found at www.artscouncilofwales.org.uk/advocacy

Between April 2010 and March 2016, we will invest an estimated **£206 million** of public money from government and an estimated **£102 million** from the National Lottery in arts and culture to help create experiences for as many people as possible across the country



10p

5p

5p

The arts cost each person in Wales just

20p

each week

ARTS INVESTMENT

The arts sector is a credit to Wales; investing in creativity and growth

www.artscouncilofwales.org.uk



Funding towards the arts is

less than 0.21%

of total government spend

In 2015/16 total investment (including Lottery) will be

£50 million

This is the equivalent of £16 per person, or £1 million per week



Sources can be found at www.artscouncilofwales.org.uk/advocacy

5 simple things organisations can do

We all have a role in demonstrating the value of investment in the arts, here are some practical things you can do to help:

- create a landing page on your website using the 'why the arts are good value' bullets and link to <http://www.artscouncilofwales.org.uk/what-we-do>
- put together some facts, figures and quotes to show the impact of your work
- tell your social networks about the value of public investment in the arts and encourage them to share your messages
- encourage your stakeholders to make the case for public investment to local and national politicians
- ensure your work is branded with the Arts Council of Wales logo, so everybody knows public money has been contributed



BIANCO, NoFit State
(image: Richard Davenport)

5 simple things artists can do

- if you are working with arts organisations, find out if there is any planned advocacy activity that you could support
- identify opportunities in your own promotional activity to talk about how public investment in the arts shaped your own artistic career
- write to or email your AM/MP to tell them why public investment in the arts is so important and how it has benefited you and your local community
- use your professional and social networks to tell your audience why the arts are good value
- if you have a website, include link through to the Arts Council's public-facing landing page <http://www.artscouncilofwales.org.uk/what-we-do>



The County Show, Duncan Ayescough and Catrin Howell
(image: Courtesy of Oriol Myrddin)

Create a public value webpage

Display information about public investment in the arts on your website

- direct your visitors, supporters and social media followers to the page to help them understand why public investment in the arts delivers good value
- explain how your work contributes towards building communities, the local economy, showcasing the best of Wales, boosting tourism, supporting education and creating employment
- demonstrate how your work contributes to supporting children and young people
- give examples of key artistic successes, audience figures etc.



Create a public value webpage

- include quotes from visitors, teachers and local business leaders
- be positive - celebrate what you are able to achieve with public funding
- display the Arts Council of Wales logo, which links to our public-facing landing page
<http://www.artscouncilofwales.org.uk/what-we-do>



Myth Makers, Powys Primary Schools, Arts Connection – Cyswllt Celf
(image: Arts Connection – Cyswllt Celf)

How to contact your local AM/MP

- You can find out who the AMs are for your area by visiting the National Assembly for Wales website at www.assemblywales.org or go to www.writetothem.com
- You can find out who your MP is by visiting the UK Parliament website at www.parliament.uk or go to www.writetothem.com
- research your AMs/MP's interests
- make your approach relevant to the AMs/ MP's constituency – if you have a city or area-wide remit then it might be more appropriate to ask a person who lives in the AMs/MPs constituency to contact them first



Likely Story, Penarth, Night Out
(Image: Betina Skovbro)

Developing the relationship with your AM/MP

- invite your local AM/ MP to see your organisation's work and then regularly invite them to opening nights, launches and events
- if your invitation is accepted, suggest that you set up a photo call with the local media
- provide regular updates on what your organisation is doing, for example through press releases and your social networking channels – remember to include key facts, figures and quotes to show the impact of your work

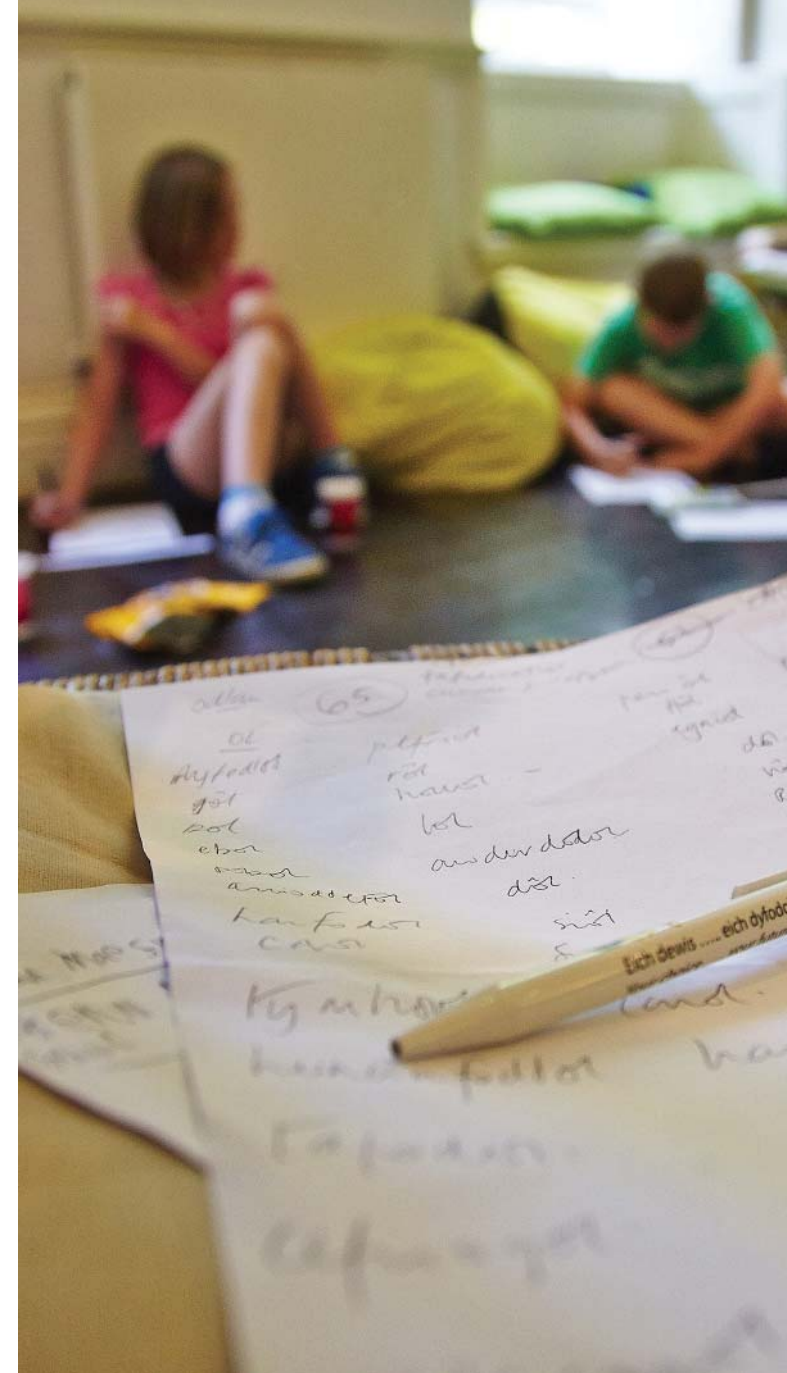


National Youth Orchestra Wales, St Davids Cathedral
(image: courtesy of National Youth Arts Wales)

Working with the media

Getting a relevant story into the media can help to communicate messages about arts funding to AMs/MPs, local authorities and other stakeholders:

- include a boilerplate statement in your press releases that shows the positive outcomes of public investment
- your Arts Council of Wales communications team may be able to provide you with an Arts Council of Wales quote for your press release
- positioning leaders or artists from your organisation as spokespeople strengthens your message regionally and nationally; a good spokesperson helps to get your story into the news
- volunteer your spokespeople for discussion shows on regional radio stations



Y Lolfa Lân/Literature Lounge, Literature Wales
(image: Richard Outram)

Working with the media

- working with other arts organisations could strengthen your message and make the story more newsworthy
- letters from audience members, friends and volunteers can keep your story in the news and show newspaper editors where readers' interests lie
- a good photo or filming opportunity helps to get coverage for your story



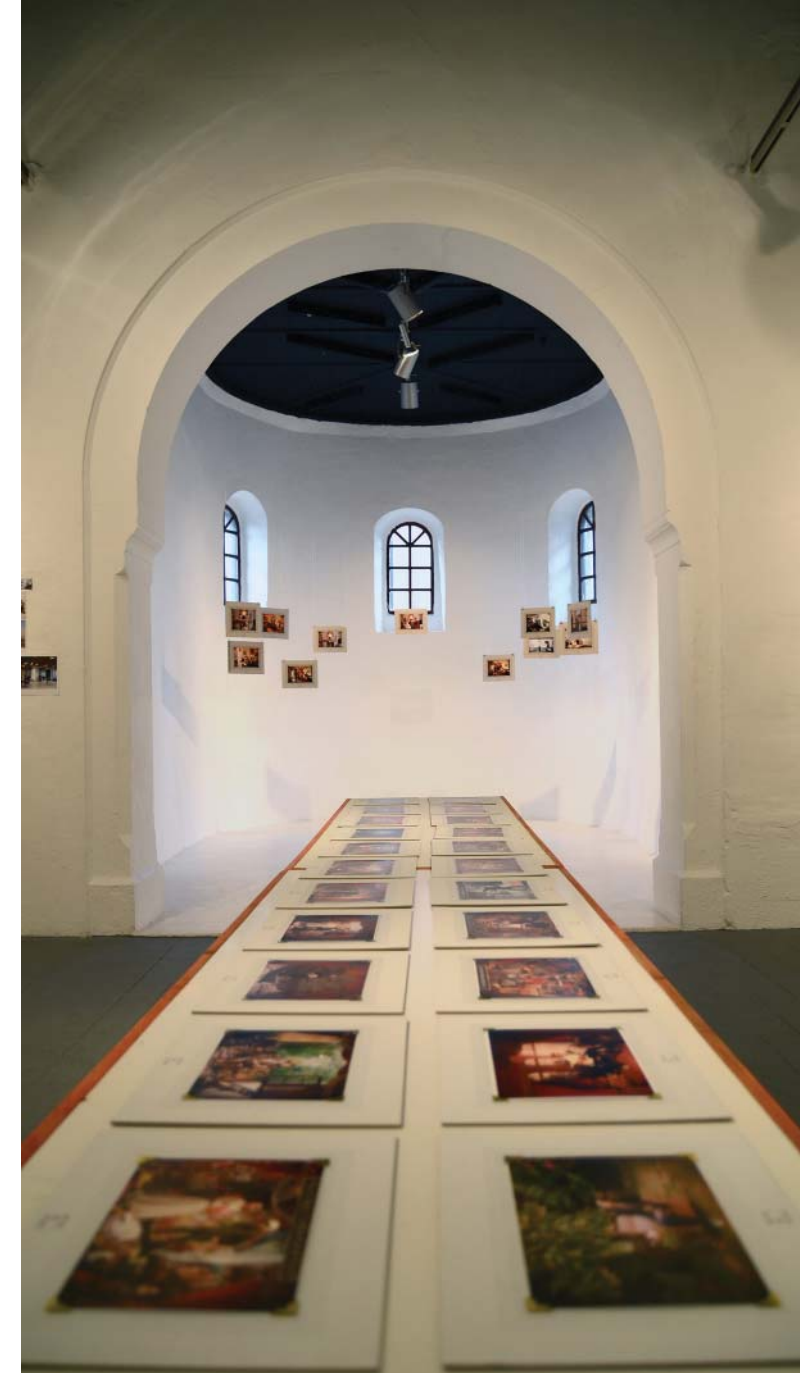
Things I Forgot I Remembered, Story Walk
National Theatre Wales and Hoipolloi with artist Hugh Hughes
Anglesey Residency (image: Farrow's Creative)

Government agenda

It is important to understand how the arts promote the broader objectives of local and national politicians:

- bringing communities together
- driving economic growth
- showcasing the best of Wales on the international stage and boosting tourism
- supporting education
- incubating talent for the creative industries
- creating employment

Can you demonstrate how your organisation has contributed towards these?



Let's see what happens..., Studio Mobile by Maleonn Ma, Mission Gallery
Glynn Vivian off-site exhibition (image by Matthew Otten)

Remember:-

The arts work - make a case for the arts



Bodies in Urban Spaces, Swansea (image: Warren Orchard)