



# Arts Council England Corporate Plan 2015-18



## Area appendices: London

## Goal 1: Excellence is thriving and celebrated in the arts, museums and libraries

We will:

- develop and deliver specific high-quality commissions, showcases and programmes, such as Unlimited, and encourage London-based artists and organisations to collaborate with individuals, networks and organisations in other major cities
- work with the Southbank Centre to widen access to the Arts Council Collection, enabling cultural centres across the country to hold and benefit from items in a way that opens them to new audiences
- promote Library Grants for the arts to libraries in London and use this to help equip librarians and museum curators to better understand the thinking and practices of creative producers, for example through a mentoring scheme
- work with the 33 London local authorities and partners such as the Mayor of London to link libraries to strategic funds, initiatives and cultural producers to encourage the use of libraries as small-scale venues and galleries
- exploit existing relationships between London and other major world cities, bearing in mind the role of the Mayor of London and the Greater London Authority

## Goal 2: Everyone has the opportunity to experience and be inspired by the arts, museums and libraries

We will:

- use Grants for the arts and Strategic funds to diversify the uptake of our funding programmes and to support a broader range of applicants, projects and activities, reaching wider audiences locally and nationally
- address the equality impact of the recent National portfolio funding programme's decisions, as identified in the Area and national equality impact analyses
- ensure organisations are connected to British Film Institute hubs and Bridges and research and promote opportunities for specific digital interventions, for example in the Queen Elizabeth Olympic Park
- connect libraries, museums, galleries and arts organisations to create networks of wide provision
- prioritise touring for emerging diverse artists, ensuring that National portfolio organisations such as Artsadmin, Tate, Arcola and Tara support relevant applications
- develop road shows for Strategic touring, to be delivered through diversity hubs
- build on our Creative people and places investment in Hounslow and Barking and

Dagenham and apply the lessons to other priority areas in outer London

- work with the Creative people and places partnerships to enable the public to become more involved with local arts and culture provision, by for example encouraging National portfolio organisations to appoint 'voices of the beneficiaries' to their boards

## Goal 3: The arts, museums and libraries are resilient and environmentally sustainable

We will:

- evaluate the outcomes of existing investment in resilience and use our findings to target future interventions
- require National portfolio organisations to share their knowledge and skill, and explore environmental improvements to reduce utilities and other costs
- work with organisations to reduce the percentage of their income from public investment
- work with local government to identify non-cash incentives to encourage arts development, for example through the transfer of capital assets and sympathetic planning and licencing policies

- extend the reach of London-based artists and organisations using digital media, showcasing emerging and established artists, and developing relationships between festivals in London and other cities and countries
- support artists and cultural organisations to access new funding streams

#### Goal 4: The leadership and the workforce in the arts, museums and libraries are diverse and appropriately skilled

We will:

- support National portfolio organisations to develop and deliver realistic equality action plans
- develop the international profile of diverse-led organisations through our resilience and leadership programmes to promote the positive aspects of London and England's diverse arts and cultural environment
- increase the range, quantity and quality of work made by children and young people as leaders, curators and artists
- use the digital landscape survey from 2015-16 along with the internal digital audit to analyse the needs of the arts and cultural sector and inform how best to focus our resources in this area

- support the development of digital skills and encourage the sharing of best practice, for example on the quality of 'capture,' and convene sector leaders to discuss capture and dissemination

#### Goal 5: Every child and young person has the opportunity to experience the richness of the arts, museums and libraries

We will:

- ensure that National portfolio organisation audience plans specifically consider opportunities to reach children and young people
- support Bridges to connect cultural organisations with wider national opportunities and programmes, such as Artsmark and Arts Award
- work with partners and cultural organisations to maximise children and young people's cultural engagement particularly in areas where this is currently low, including the development of sustainable cultural education partnerships in the boroughs of Camden, Hammersmith and Fulham, Barking

and Dagenham, Croydon, Hounslow and Richmond, and cross-borough initiatives such as the East London and City Cultural Partnership

- support the delivery and governance of music education hubs in London
- develop approaches to address gaps in provision for young people at risk and children aged 0-5 years through working with partners such as libraries and Bridge organisations as well as through strategic programmes such as Arts Award and strategic touring
- ensure effective cultural progression routes for London's children and young people, for example through the Cultural Education Partnerships, Creative apprenticeships, Random Acts, Arts Award and through some of our partnerships with universities
- support the cultural sector to better understand and implement the Quality principles for children and young people, through the Quality principles pilots
- support London's cultural organisations to increase the involvement of children and young people in their decision-making, programming and governance