

# **Let's Create Delivery Plan 2021- 2024**



**Easy read booklet**

# Who we are and what we do

We are the **Creativity Council**.



We make sure creativity and culture happen in the UK.

We have made a plan for the next 10 years called **Let's Create**.



It is a plan for how we will make sure everyone in England will get to have creative and cultural experiences by 2030.

We want to help everyone to be more creative.



This booklet is about our first **Delivery Plan**.

It says what we will do to make creativity and culture better from **2021 – 2024**.

# Our three main goals



Our **Let's Create** plan has 3 main goals

- **Creative People**

We want to make it easier for children and adults to be creative, and get to do activities like singing, painting or writing.



- **Cultural Communities**

We want to make sure that everyone can see culture close to where they live, whether they live in a village, town or big city.



- **A Creative and Cultural Country**

We want to encourage some of the best creative people to live and work in England, so that the rest of the world know that we are a good place for culture.

# How we will do it



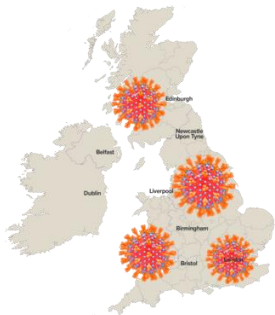
To make sure we can do our three main goals, we have split up all the work we need to do into five sections. This is how we will **deliver** the main things in our 21-24 plan.



1. **Getting ready for the future**
2. **Strengthening our place-based approach**
3. **Giving more help to people, not just companies**
4. **Helping creative people in England work in other countries and with creative people from other countries**
5. **How the Arts Council will change**



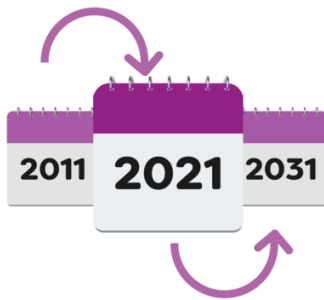
# Getting ready for the future



COVID-19 has made it very difficult for people and companies working in culture.

It will effect how they need to work for many years to come.

We want to help them protect themselves from more difficult times that might happen in the future.



We want organisations receiving our money to work on these four things?



1. **Ambition & Quality** this means they are good at what they do and keep trying to get better.

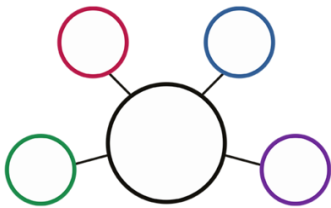
2. **Dynamic** this means they are good at changing how they work when things get tough.

3. **Caring for the environment** this means looking after the planet.

4. **Inclusive** this means that arts and culture are for everyone, no matter what your background is, or if you have a disability.



# Making our work stronger in different places



We'll work in new ways to make sure there's more creativity and culture in places that haven't had as much before.



This is because people who live in different parts of England have different needs.



We work with organisations like local libraries, museums, schools and community centres, who know the people in their community well.



If people are not very interested in the culture near them, we try and make it more interesting for them.

# Making our work stronger in different places



There are three parts of our **plan to make work stronger in different places.**



1. We will carry on giving money to help culture that everyone in the country can take part in.



2. We want places that already have a lot of money for culture to get even better



3. We will start to help more places that don't have much culture, so that it is easier for people there to reach it near where they live.



# Giving more help to people and not just companies



We believe that culture can only happen well when talented creative people can work in culture



This means that we want to help creative people grow their skills

We will

- help pay for training for creative people
- make sure the companies we give money to treat creative **freelancers** fairly
- research how creative people can work their way up at work



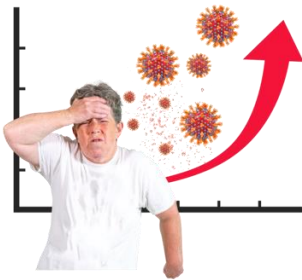
We will make a plan to test if how we are helping people is working



# Helping creative people in England work in other countries too



Before **coronavirus** happened, creative people were good at touring and working in other countries.



**Coronavirus** made it more difficult for people to travel, so we want to help creative people travel again.



One of the ways we do this is to work with the Arts Council in Wales, Scotland and Northern Ireland, which are the other countries that make up the UK.

# Helping creative people in England work in other countries too

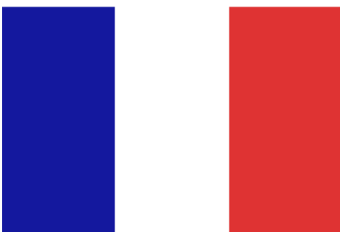


We have set up **partnerships** with other companies like the Creativity Council in other countries, to make cultural **projects** together.



Some of the other countries we have set up **partnerships** with are

- Denmark
- Germany
- France



We will put on big events called **conferences**, where creative people from all over the world can come to England to learn about what happens here and in other countries.

# How the Arts Council will change



We want to make sure we help people and companies in a way that works well for them.



We want to make sure that we are always fair about how we choose who to give money to.



To do this, we are going to be more open about all of our data, so that anyone can see the results of the work we do.



We will also work to make it easier for people to understand us.

# Treating everyone in an equal way

Treating everyone in an equal way is part of everything we do.



We will do this by

- making chances to work in arts and culture more fair to different people
- supporting diverse people from different cultures and backgrounds to be leader in creativity and culture.
- making more money available to artists in the community and in other places that don't always get money.
- including more diverse people as they develop and work on their creativity and culture.



We will follow Equality Law so that everyone is protected.

We will look at other reasons why some groups of people don't take part in creativity and culture. For example, if they come from a class with less money.



# Measuring the impact we have



**Measuring impact** means looking at how we we have done to carry our plan.

It is about what difference we are making.

Our work to measure impact links with our **Let's Create** plan.



We want to see changes in creativity and culture in

- people
- communities
- creativity and culture across the country



We can see how well we are doing by looking at **data**.

**Data** means the facts and numbers of people that are taking part in arts and culture.



We want to see if our plan works to include more people from different backgrounds and places.

# Getting in touch with us



Making changes across the country in creativity and culture is important.

We need to make changes so that more people are included.

You can get in touch by going to our website

[artscouncil.org.uk](http://artscouncil.org.uk)



Or you can email

[enquiries@artscouncil.org.uk](mailto:enquiries@artscouncil.org.uk)

You can get this information in a different format if you want to.

Please tell us if anything is not accessible or easy to understand.

You can send an email to [tell us what you think](mailto:tell us what you think).

