



This Memorandum of Understanding (MoU) is entered into on 31 October 2018 between Arts Council England and the National Trust.

1. The Parties

1.1 Arts Council England is the national development agency for arts, museums and libraries in England, distributing public money from Government and the National Lottery. Its 10-year strategic framework 2010-2020, *Great art and culture for everyone*, states: 'we want arts and culture to thrive and to be excellent, and we want to make sure we and others create the right conditions for that; we want as many people as possible to be stimulated by arts and culture wherever they are'. Arts Council England sees a long-term strategic relationship with the National Trust as offering new opportunities to support these aims.

1.2 The National Trust was founded in 1895 to care for places of historic interest or natural beauty. Today its core purpose is to 'look after special places, forever, for everyone'. These places include buildings, collections, countryside and coast. The National Trust wish to ensure that its places and collections play an active part in quality of life, health and wellbeing and the cultural life of the nation and are accessible and relevant to everyone, responding to the rapidly changing expectations, needs and backgrounds of the people it serves. National Trust's contemporary arts and cultural programmes, inspired by these places, play a key role in delivering its purpose. The National Trust believes that this will be greatly facilitated by a partnership with Arts Council England.

2. Shared Vision

2.1 The parties believe that high quality contemporary arts and cultural experiences can be a catalyst for change, enrich people's lives, and contribute to the health and wellbeing of the nation. The parties know that contemporary arts and cultural programmes in heritage and natural settings can create greater relevance and connection between people and places, reach new audiences, inform new perspectives, and stimulate valuable debate. The parties share an understanding of contemporary arts and cultural programmes which extends across a broad range of disciplines, including combined arts, dance, literature, music, theatre, visual arts, museums and libraries.

3. Context

3.1 Between 1986 and 2001, the National Trust supported the commissioning and presentation of contemporary art through the Foundation for Art. Following this, a consultancy led to the first MoU between Arts Council England and the National Trust in 2009-12, under the banner of Trust New Art, followed by a second MoU in 2014-18.

3.2 Through the Trust New Art programme, the National Trust has completed over 200 projects at more than 60 places with a combined audience of over three million. This strategic approach has established successful models for

commissioning and exhibiting contemporary arts at National Trust places. The National Trust continues to make contemporary arts an integral part of its regular offer at selected places, building broader and more diverse audiences for great art, as well as working in partnership to offer new opportunities to diverse groups of artists at key stages of their careers.

3.3 This third MoU between Arts Council England and the National Trust seeks to build on learning from previous collaborations in a number of ways: strategically, at national, area and regional levels; and operationally, through individual properties and sites both through contemporary arts and cultural programmes.

4. Principles of partnership for 2018–22

4.1 The principal outcome of the partnership will be an increased level of high-quality and innovative contemporary arts and cultural programming across National Trust sites. This will be delivered primarily by the National Trust, with support from the specialist networks and expertise of Arts Council England. It is likely to include consideration of funding bids from the National Trust, subject always to the proviso that Arts Council England cannot fetter its grant making discretion and therefore cannot guarantee that any such bid will be successful.

4.2 The partnership will deliver an increased ambition to diversify artistic collaborations, artists, staff, volunteers and audiences; supporting the aims of both organisations. The partnership will also extend to include broader cultural programmes and an increased focus on collections interpretation.

4.3 Outlined below are the principles to be embedded into all future partnership activity; plus the enablers that will underpin its successful delivery.

5. The principles

5.1 Artistic quality and talent development:

5.1.1 To develop, build on and sustain high-quality and innovative contemporary arts and cultural programming. Working across art forms, and delivering activity that is context specific to the heritage or natural site.

5.1.2 To commission and work with artists from a wider range of backgrounds, including the protected characteristics of race, disability, gender and sexual orientation; contributing to the Creative Case for Diversity which seeks to fully embed diversity within arts and cultural programming. Providing inclusive opportunities and removing barriers for diverse artists, to both working with the National Trust and to developing artists' talent.

5.1.3 To support talent development, delivering career changing opportunities for artists to create new work in heritage and natural settings, and measuring the impact of these opportunities on artists' career progression.

5.2 Public engagement:

5.2.1 To increase the diversity of audiences and participants, reaching people in areas of low cultural engagement, and providing inclusive opportunities and removing barriers to less culturally engaged audiences throughout England.

5.2.2 To deepen participation in order to increase the emotional engagement with and connection to contemporary arts, cultural programming, heritage and the natural environment.

5.2.3 To offer thought leadership around nature connection, supporting public and policy change through activity such as commissions, research, advocacy, and public engagement.

6. Enablers

6.1.1 To develop skills, capabilities and confidence of all those involved, to ensure that there is a shared understanding of roles and responsibilities of working with contemporary arts and cultural programming in heritage and natural settings.

6.1.2 To create an environment where diversity can flourish, including considering the workforce (staff and volunteers), leadership, and programming that are representative of today and reflect local circumstances.

6.1.3 To establish a sustainable programme by diversifying income, maximising external funding and support, and building contemporary arts and cultural programming into individual property and regional business plans.

6.1.4 To develop partnerships with specialist arts organisations, including with National Portfolio Organisations and wider Arts Council England networks, supporting the ambition for high artistic quality, diversity and talent development.

6.1.5 To develop partnerships with organisations representing diverse and new audiences, supporting the ambition to maximise reach, participation and sharing of learning.

7 Programme structure, governance and advisory support

7.1 Contemporary arts and cultural programming will be the mechanisms to deliver the vision of a national partnership between Arts Council England and the National Trust. This will be done through a cohort of National Trust places across England that will sit alongside other properties in Wales and Northern Ireland, working to the same objectives.

7.2 It is recognised by both parties that throughout the partnership period, the National Trust may wish to develop a number of project applications, which may be at a national, area, regional or local level. All funding bids to Arts Council England need to follow the principles of this MoU. All bids will be independently assessed by Arts Council England, and the National Trust accepts that there is no guarantee of funding.

7.3 The National Contemporary Arts Programme Manager will have a nominated national contact at Arts Council England as well as named area contacts.

7.4 A working action plan sets out the specific details for programme governance, and additional information relating to the principles. This includes a methodology for reporting, monitoring and evaluation, marketing, and project development. This is attached as an appendix to this MoU.

7.5 National Trust will form part of a wider group of national heritage and natural agencies with which Arts Council England works. Together they are committed to monitoring and evaluation and best practice sharing, particularly in regards to growing and diversifying audiences.

8 Good partners agreement

8.1 Arts Council England and the National Trust will each, as appropriate, inform the other partner prior to any sensitive messages emerging that might impact on either organisation.

8.2 Both parties will share information with each other about any relevant agreements with third parties as appropriate, and in accordance with law.

8.3 Both parties will observe confidentiality as required in relation to shared information that is not in the public domain.

8.4 Arts Council England is a 'public authority' for the purposes of the Freedom of Information Act 2000 ('the FOI Act'). Subject to certain exceptions, Arts Council England is required to supply information to members of the public on request. This potentially includes any information that relates to activity conducted under the terms of this MoU. The National Trust agrees to notify Arts Council England as soon as possible if it considers any information it give Arts Council England to be confidential or covered by one or more of the other FOI Act exceptions. However Arts Council England will make the decision on disclosure in accordance with the FOI Act and the National Trust accepts that Arts Council England will not be liable for any loss or damage the National Trust may suffer from such a disclosure of information under the FOI Act. This clause will not affect the rights of the National Trust under the Data Protection Act 1998.

9 Term of the MoU

9.1 This MoU shall take effect from the date of signature by both parties and continue, in the first instance, until 31st October 2022. It will be reviewed after the first six months in April 2019 and annually thereafter by both parties' lead officers. In April 2020 it will be reviewed in the context of Arts Council England's new 10-year strategic framework 2020-2030. It is not intended to – and shall not – create any legal obligation between the parties.

Signed by:

Name Darren Henley OBE

Signature 

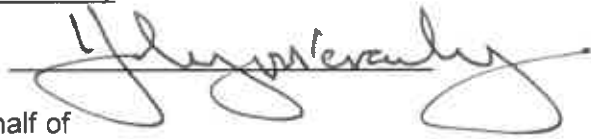
for and on behalf of

Arts Council England
Bloomsbury Street
London,

and

Name Hilary McGrady

Signature

A handwritten signature in black ink, appearing to read 'Hilary McGrady', written over a horizontal line.

for and on behalf of

The National Trust

Heelis

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Swindon, SN2 2NA