



Arts Council England

Our plan 2020 to 2030

LET'S
CREATE

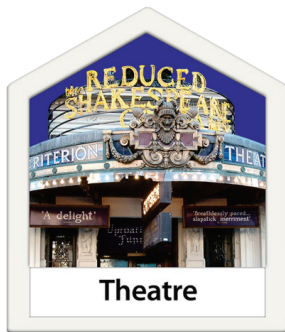


Easy read booklet

Who we are



We are **Arts Council England**.
We give money to people and organisations to support **creativity** and make **culture** happen.



Culture means things like

- painting
- music
- dance
- theatre
- museums
- libraries.



Creativity is what happens when we make culture.



Creative practitioners are people who make culture, like musicians, dancers, or people who look after museums and libraries.

About this booklet



This booklet tells you about our new plan for the next 10 years from 2020 to 2030 which is called **Let's Create.**



It explains our ideas and tells you about our plan and how we will make it happen.

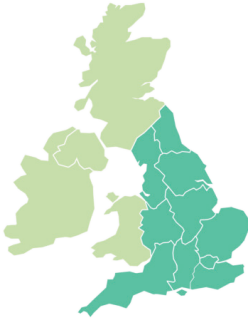


It shows why creativity and culture are important and how they make people happier and places better to live in.



We want everyone in England to be able to be creative and enjoy culture.

Why we need a new plan



The world, our country and the people who live in it are changing all the time.



We need a new plan that thinks about these changes.



Before we made our plan we asked people all over the country to tell us what they think about creativity and culture.



We listened to what people told us before we made our plan.

Our ideas



In the past it has been hard for some people to make and enjoy culture.



This might be because they have a disability, don't have much money or don't live in a city.



It might be because what they do is just for fun.



Over the next 10 years we want to give money to more people, whoever they are, wherever they live, and whatever they do.

About our plan



Our plan is made up of
3 **outcomes** and 4 **principles**.



Outcomes are what we want our
plan to do.



Principles are what we believe in.
We think about our principles
before we give money to people
or organisations.



Here are the 3 outcomes and
4 principles that make up our plan.

Outcome 1

We want **creative people**



We believe everyone can be creative.



Taking part in creative activities like singing or dancing makes us happy. It helps us feel less lonely and gives us more confidence.



We will help **communities** find more ways for people to be creative. A **community** is the area and the people where you live.



We want places like schools, museums and libraries to have more creative activities for children and young adults.

Outcome 2

We want **cultural communities**



Culture is important. It helps communities to be busier and have more money. It makes the people who live in them happier.



We will work with organisations like the government, schools and health services to make more cultural activities happen.



We will give money to the communities that need it most, including places that haven't been helped in the past.



We will help museums and libraries to do more good things for their community.

Outcome 3

We want a creative and cultural country



We want our country to be good at making new culture. We want our culture to be enjoyed all over the world.



We will help organisations find new and exciting creative practitioners from all backgrounds. This makes our culture interesting.



We will give money to different types of projects including ones we might not have helped in the past. This makes our culture exciting.



We will ask organisations to listen to the public and work better with each other. This makes our culture stronger.

Principle 1

We believe in **ambition** and **quality**



Ambition means we want organisations to have big and exciting ideas and keep trying new things.

Quality means we want organisations to make excellent culture.



We will

- help small groups and large organisations
- help new organisations that look like they will be excellent, and old ones that are already excellent
- ask organisations to learn about culture from other countries and make our culture happen all over the world.
- help organisations train their workers so they are better at what they do
- help organisations give new skills to their creative practitioners
- ask organisations we fund to ask people their views before we give money to organisations



Principle 2

We believe in being **flexible**



The world is changing all the time. Being **flexible** means organisations can keep up with change over the next ten years.



Change can be things like new technology, how much money our country has or the environment.



We will ask organisations to

- spend money on their workers so they are ready for change
- have good managers so workers are happy and business is strong
- use new technology
- save money
- work together
- listen to people who enjoy culture.



Principle 3

We believe in being **environmentally friendly**



Environmentally friendly means being good at looking after our planet.



We want creative practitioners to think about the environment when they make culture. This helps people learn how important it is.



We want organisations to be as environmentally friendly as possible.



We will ask them to

- recycle more
- use less plastic and water
- help communities be more environmentally friendly
- think about the environment in everything they do.

Principle 4

We believe in being **inclusive** and **relevant**



Inclusive means everyone can make and enjoy culture.



Relevant means culture is for and about all the different people who live in our country.



We will ask organisations to be fair to everyone and include people who are disabled, don't have much money, or don't live in cities.



We will ask organisations to think about their community and talk to the people who live there to find out what they want.

Our promise to you



We know we have to change to make our new plan work.

We will



- work together better
- work with organisations like the government, schools or businesses to help more people be creative and enjoy culture
- make our culture happen all over the world
- listen to what people want
- make what we do accessible
- use new technology
- give money to different types of organisations and creative practitioners
- give more jobs to people who are disabled or D/deaf
- be environmentally friendly
- celebrate the things we do well and learn from the things we don't do as well.

How to contact us



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Find out more on our website

www.artscouncil.org.uk



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The full version of this document is called
Strategy 2020-2030 Arts Council England [final]