How we chose the places that need our help most

HOW DID WE CHOOSE OUR PRIORITY PLACES?

THERE ARE 54 ACROSS ENGLAND

NEED

We looked at several sources of data
- Levels of social and financial deprivation
- Levels of engagement with arts and culture
- How much we've already funded
- Vulnerability to Covid-19
- Proportion of children eligible for free school meals
- Proportion of children with special educational needs
- Census data on ethnicity and disability

OPPORTUNITY

We looked at the potential to get more people involved with culture
- Ambition: is there a local cultural strategy? Were local communities asked about it? Are local leaders on board?
- Capacity: what local arts and culture can the community build on? Are there other partners that could get involved? Lots of Artsmark schools?
- Timing: is something special on the horizon? Is there some urgency or need which is time-bound?

WHAT'S THE OVERALL BALANCE?
Is there enough of a mix of urban, rural and coastal? Spread across the country? Opportunities for young people? Potential to meet our equality objectives?

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ARTS COUNCIL ENGLAND
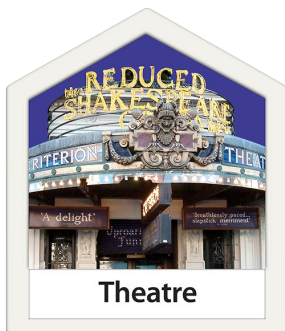
Easy read booklet

September 2021

Who we are and what we do

We are **Arts Council England**. We wrote a plan for 2020 to 2030 called Let's Create to help artists and organisations do creative work.

2030

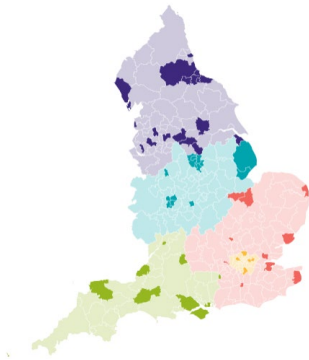The plan says why **creativity** and **culture** are important and what we want to happen by 2030.

Culture means things like

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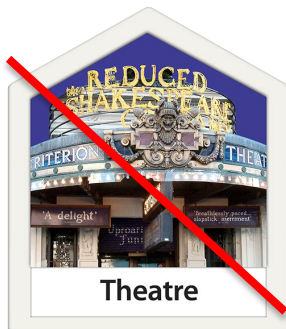- music
- dance
- theatre
- museums
- libraries.

Theatre

Creativity is when we use our imagination to have new ideas or make new things. We use our creativity to make culture.

About this booklet

1 aim of our Let's Create plan was to choose the places that need our help the most. We call these our **priority places**.

Priority places did not have

- many people involved in creativity and culture.

- had much money from us.

- many places where people can get involved in creativity and culture.
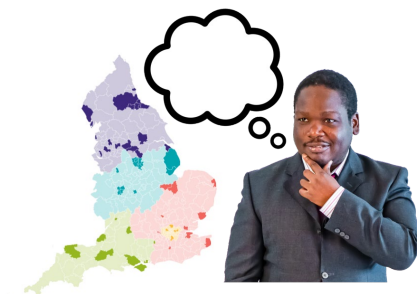
In this booklet we tell you how we chose our priority places. We also tell you a bit about how we will help them.

How we will help our priority places

2024

We have chosen **54** priority places across England. They will be our priority places from this year until the end of 2024.

We worked with people in each place to find out their aims for arts and culture there, including

- the **local authority.**

- cultural organisations.

- **the public**.

The **local authority** is in charge of some services in the local area, such as schools, libraries and arts services.

The public means ordinary people such as the people in your local area.

We will support each priority place to meet their aims for arts and culture.

To do this we will increase the money we give them and the amount of time our staff help.

There are no new pots of money for this. We will help with money we already have.

While we work with priority places, we will carry on supporting other places across England too.

How we chose our priority places

There are **5** Arts Council areas in England. They are:

- The North.

- The Midlands.

- The South-West.

- London.

- The South-East.

Each of these 5 Arts Council areas told us **15** places they thought should be priority places.

We compared the 15 places in each area with each other and chose the places we think most need our help.

To compare the places we gave a score for **need** and a score for **opportunity**.

To score for **need** we looked at how many people are involved in arts and culture in the area and how much money has been spent on it.

To score for **opportunity** we looked at how many events there are that people can get involved in and how much the area has tried to increase the number of people involved.

For **opportunity** we also looked at whether the place is able to hold more events. For example, whether they have enough space and help from other organisations.
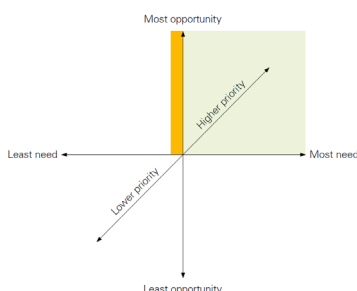
Then we looked more closely at places with high scores for both need and opportunity to make sure we support different types of place and people. We call this **balancing**.

Balancing - types of place

We will support cities and towns as well as places in the countryside.

We will support areas where people don't have much money.

We will support areas where there aren't many ways to get involved in the arts because the area hasn't had much money from us before.

We will support areas where people have already tried to increase the amount and type of arts and culture.

We will support areas that have worked with their local authority and other local organisations to try to offer the types of art and culture local people want.
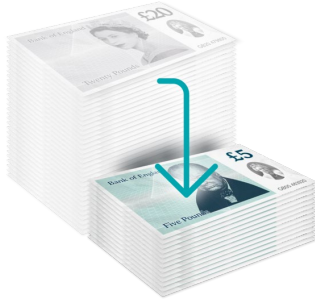
We will support communities to recover from the effects of coronavirus. They might have less money or less arts events now.
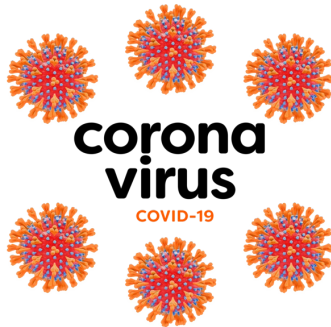
Coronavirus, also called Covid-19, is a virus affecting people all over the world.

Lots of arts organisations had to close for a long time because of Coronavirus.

We will work with other organisations who work in sport, film and tourism to support special events and ideas such as the **UK City of Culture**.

The **UK City of Culture** is when 1 city is chosen for 1 year to hold lots of cultural events and shows.

Balancing - types of people

Our aim is for all children and young people to have a chance to be involved in arts and culture.

We want people who are **under-represented** in the arts to have chances to be involved. We will make sure they get a fair share of our money.

Under-represented means there are less of these types of people involved in the arts compared to in the local area.
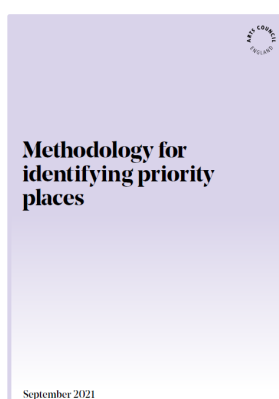
This might include people

● with a disability.

● from a different background.

● who are old.

● who don't have much money.

We will support organisations who have a good mix of different types of people working for them.

**Methodology for
identifying priority
places**

September 2021

Thank you to A2i for the words

www.a2i.co.uk (reference 34151b)

The full version of this document is called
"Methodology for identifying priority places"