



Arts Council England

Your hopes and aims and the quality of your art



**Easy read booklet
2021**

Who we are and what we do



We are **Arts Council England**. We give money to help artists and organisations do **creative work** and make **arts and culture** happen.



Creative work is when you use your imagination to have new ideas or make new things. You can use your creativity to make culture.



Arts and culture includes

- music
- dance
- theatre
- museums
- libraries.



We want to help you with your hopes and aims for your art and creative work and help you make it better.

Hopes, aims and quality



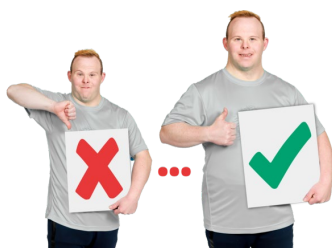
Your hopes and aims for your art and creative work is called your **ambition**.



The **quality** of your creative work is how good it is and whether it meets your hopes and aims.



Ambition and quality are important in all parts of your creative work and will help you and your work be better.



We want you to feel happy about your art and creative work and to **improve**. **Improve** means get better.

We have 3 ideas to help you do this.

1. Listen to other people



Our ambition

We want you to listen to what other people think and to use this information to get better.



We will help you with your aims and to make good quality arts and culture.

What this means for you

You need to talk to lots of people and ask what they think about your work and your organisation. Don't just ask friends and family.



You could talk to

- **audiences**
- people you work with
- other artists
- other people who are interested.





An **audience** is the group of people who come to see or hear arts and culture.



Use the information from these people to

- plan your creative work
- make decisions about your art
- improve the way you work
- choose the best way to show your work.



Think how you might change your work to meet people's **expectations**. An **expectation** is what people think will happen.



Make sure people know how their information helps you and your creative work. Then more people might talk to you and help.

2. Improve your aims and how you work



Our ambition

If we give you money we want your creative work to help us meet our aims and ambitions for the arts.



We want to help artists and arts organisations improve and work together to make good quality arts and culture.



What this means for you

It might be helpful to think about ways to improve your work in 2 stages.

Stage 1. What you want to do and your plans for how you will do it.

Stage 2. The work you will do with other people and the **training** you need so you can do your plan.



Training is when you learn what you need to know.



To help with this

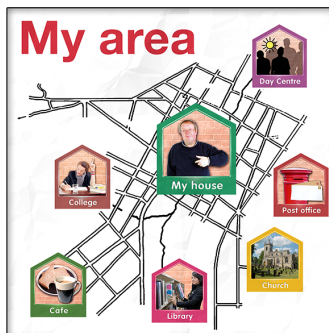
- check your creative work links well with your aims and ambitions.

Think about the parts of your work that **the public** will see and the other parts too.

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



- think about the quality of the art that you will show to the public.



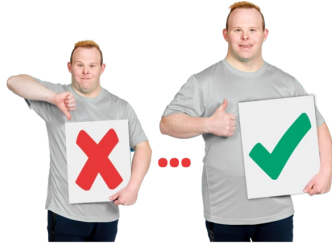
- think how you will work with other people to make your art and how you can involve people from your **community**.

Your **community** is where you live and the people you know.



- get training and work with other artists and arts organisations to improve your creative work.

3. Check your quality



Our ambition

We want to support artists and arts organisations who want to improve.



We want you to **monitor** how well you are doing and to use this information when you make your plans for future creative work.

To **monitor** means to check.



What this means for you

It is good to monitor how well you are doing.

It helps you

- find out early if there are problems.
- check you will meet your aims.
- get information for people who might give you money or support.





It is important to find the best way to monitor your work.

You need to think about



- how to test your ambitions and check whether you are meeting them.



- how to keep the information you get and the best way to show it to people.

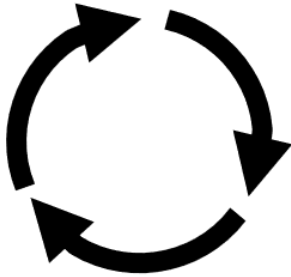


- ways you might change your work after you listen to people and the best way to tell people about any changes you make.



- how to check if people's thoughts about your work match your ambitions.

How these 3 ideas work together



These 3 ideas link together like a circle to help you and your creative work improve.



Remember it's important to talk to lots of people about your work. Don't just speak to people who know you and your work well.



It is very helpful to listen to lots of different people and to think about what they say.



This will help you and other artists make good quality arts and culture that meet our ambitions.

More help



The best way to monitor work is different for everyone.

But there are examples that you might find helpful.

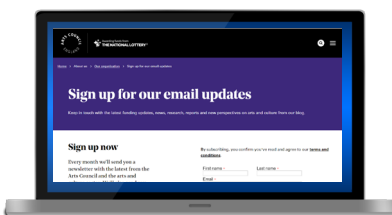


Go to these websites for ideas on how to monitor

- **quality.**
- **what people think about your work.**



We want to support you and let you know ways to improve.



To get new information from us quickly go to this webpage and ask for our **email newsletter.**

Thank you to A2i for the words
www.a2i.co.uk (reference 33690a)

The full version of this document is called
“Ambition and Quality: Read more.”