

Arts Council England

Working with our Principles

LET'S
CREATE



Easy read booklet

About us



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.



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.



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

Who this booklet is for



This booklet is for creative organisations. It is for the people who work in **governance** in these organisations.



Governance means being in charge of how an organisation works and what it does.



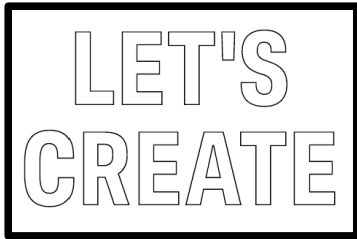
Governance happens in different ways. You might

- be part of a governing body.
- be a member of a board.
- be on a steering committee.
- give advice to an organisation.

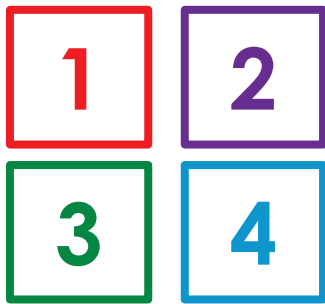


Thank you for helping your organisation in this way.

About this booklet



In our Let's Create plan we told you about our 4 **principles**. **Principles** are what we believe in.



This booklet tells you more about our 4 principles and how you can use these in your organisation.



We want you to read this booklet with the leaders in your organisation and think about which parts are useful for you.



We give money to help creative organisations. We want these organisations to make good plans that use our 4 principles.

About our 4 principles



Working with our 4 principles might mean you have to make lots of changes. This might take a long time. We want to help you.



Every organisation is different. It's important to follow the principles but the way each organisation does this can be different.



If you get regular money from us, or if you want to, it will be important to show that you're following our 4 principles.



The most important thing is to make some changes and try to be better. Reading this booklet is a good start.

Principle 1

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



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

Quality means organisations make excellent culture.



Listen to people inside and outside your organisation. Think about what they say and use this to change your ambitions and make the quality of your work better.



Have plans that show you are working towards some aims and ambitions. Work with other people to make your creativity and culture better.



Find the best ways to work out how well you are doing. Learn from this and change your plans if you need to.

What we want to happen



When you think about ambition we want you to think about

- what aims you want.
- a plan to help you meet your aims.



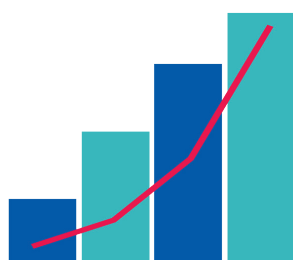
When you think about quality we want you to think about how to

- make your activity good quality.
- check if you met your ambitions.



We want people in governance to

- know what people inside and outside of your organisation think about it.
- think regularly about who your organisation is for and how you listen to what people think.
- set some good ambitions.
- make sure everyone in the organisation aims for the same ambitions and quality.
- help your workers and artists do better.
- make sure the organisation gets better every year.



Here are some ideas you could do



- Write a plan that shows your ideas, ambitions and aims.
- Set up a system to check quality. You can do this your own way so that it works for your organisation.
- Have planning days for people in governance to think about what people have said and to choose ambitions.
- Help your leaders to write some aims and think about how you can help.
- Make sure all parts of your organisation are working towards the same aims.
- Ask your leaders to explain how they develop people's talents.
- Invite people to your governance meetings if they can help with ambition and quality. This might be workers, artists, and people from the community.
- Organise smaller meetings for different topics if this will help the governance team.
- **Click here to go to our website** for more help.

Principle 2

We believe in being **dynamic**



Dynamic means being able to keep up with changes that will happen in the world over the next 10 years.



Make sure that your plans and creative aims can change when changes happen in the world around you. Check regularly if things could be better.



Have good leaders and governance. Good people make a big difference. Support them so they can make your creative aims happen.



Use information and technology well. Give training when it is needed. Use information that is correct and up-to-date to make decisions.

What we want to happen

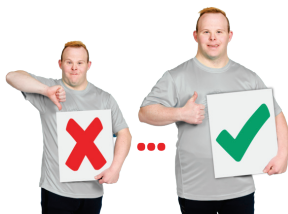
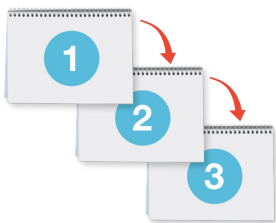


We want organisations to think about how they work, to change quickly, to have new ideas and be creative.



We want people in governance to

- make sure there are chances to find new ideas and new ways of doing things.
- make sure that new ideas can change the aims and plans of your organisation.
- think about the good work that your organisation does and who it is for.
- think regularly about how the organisation works so you can make changes quickly when you need to.
- make sure everyone is always learning and getting better at what they do.
- make sure you can use new technology to help the organisation.
- always use good information to help make decisions.



Here are some ideas you could do



- Organise some time at your planning days to think about new ideas.
- Think about whether you need new people to help with governance who might have different skills or experience.
- Always try to learn from others.
- Make sure there is money for new projects and training.
- Ask for clear information for any decisions you have to make.
- Talk about **risk**. **Risk** means the chance that something will go wrong. Make sure that everyone understands any risks.
- Have meetings with different teams to get to know different parts of your organisation.
- Ask your leaders to show how they make sure it is a good place to work.
- Choose someone to help check how well workers are doing.
- Make sure the money you spend and the decisions you make show that new ideas are important.
- **Click here to go to our website** for more help.

Principle 3

We believe in being **environmentally friendly**



Environmentally friendly means being good at looking after our planet.



Use good quality **data** to understand how your work affects the environment. **Data** means a collection of facts or information.



Think about the environment when you make any plans. Have aims that show you are getting better at looking after the planet.



Show that you want to be environmentally friendly in all your work. Show others the good work that you are doing and what you have learnt about how to help the planet.

What we want to happen



We want organisations to do more to look after the planet. We want to help them do this.



We want people in governance to

- think about how your organisation uses data to understand how your work affects the environment.
- think about how you use data to help make your plans.
- make environmental plans a part of your main plan.
- think about how your organisation can show others how to look after our planet.
- think about how your organisation can be good leaders in other groups.
- understand how to be environmentally friendly and make this central to everything you do.



Here are some ideas you could do



- Check the data that you have. Find a way to collect new information if there are things missing or things that don't make sense.
- Have training to help you understand what your organisation can do better.
- Choose someone from governance that can work with other people in your organisation who are thinking about the environment.
- Decide how people should make reports and who to give them to.
- Invite people to your governance meetings to talk about how they have completed their aims.
- Organise some time for people to try to think of new ideas.
- Make sure your leaders thought about this principle when they made their plans.
- Click on this link to read about a project we helped with **Julie's Bicycle**
- **Click here to go to our website** for more help.

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.



Listen to everyone in your community. Think about what they say and use this to make your work better.



The people in your organisation should show the mix of backgrounds in your community. Treat everyone fairly and help people be the best they can be.



Your events and activities must show the cultures of artists and workers from all backgrounds.

What we want to happen



We want people in governance to

- make sure your organisation is a place where everyone is treated well.
- make sure your leaders, workers, and people in governance show the mix of backgrounds in your community.
- run events that show the stories of artists from all backgrounds.
- talk to people in your community.
- work with other organisations that are good at including everyone.



We want to make culture fair for everyone. This will make creativity and culture better.



We want you to include everyone regardless of things like disability or background.

Here are some ideas you could do



- Think about who would be good at helping your leaders make changes.



- Decide who will be in charge of work towards this principle.

- Decide how to tell everyone about changes that are made.



- Help your leaders to make a plan and agree some aims.

- Check regularly to make sure work is leading to good changes.



- Think about what will happen to your organisation if you don't make any changes.



- **Click here to go to our website** for more help.

5 things you can do



There are 5 things you can do. You probably already do these but you can make them better by following our 4 principles.



1. Get better skills and experience.

2. Have a good team.

3. Have a good plan.

4. Use good tools.

Tools means systems or projects that help you with your work.

5. Make good papers.

Papers are the booklets or reports made by governance.



If you want to get regular money from us you need to show you are doing these things.

What next



We want you to think of ways to work with our principles that are right for your organisation.



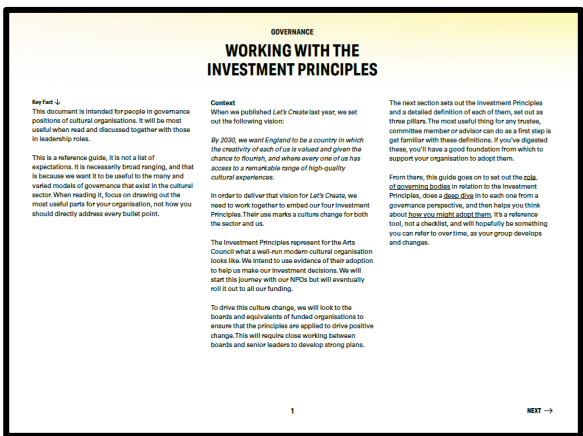
Every organisation is different. You might be able to make some small changes or you might need to set up new ways of working.



Think about what you already do and the skills and experience you already have.



Make a plan and think about how you will make sure you're following your plan.



Thank you to A2i for the words **www.a2i.co.uk** (reference 33820)

The full version of this document is called **Governance – Working with the Investment Principles**