

# Arts Council England

## How to make your arts organisation dynamic



**Easy read booklet**

# Who we are



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.

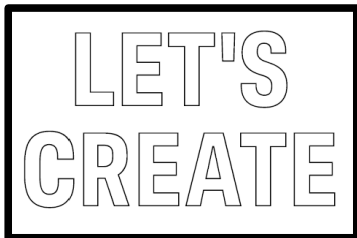
**Culture** means things like

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

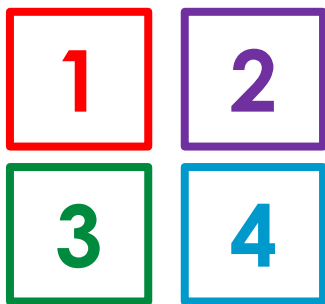


**Creativity** is when we use our imagination to have new ideas or make new things. We use our creativity to make culture.

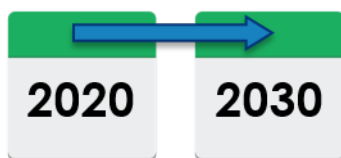
# About this booklet



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



This booklet tells you more about **1** of these principles. The principle is that 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.



This booklet gives you ideas for how your organisation can be more **dynamic**.

# Why we want your organisation to be dynamic



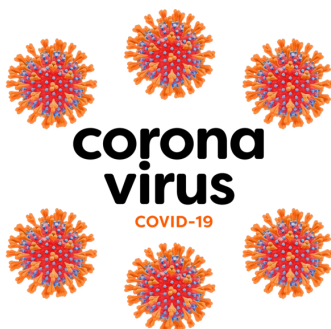
We want you to be ready for change. Change can be things like new **technology**, and how much money the country has.



**Technology** is things like computers and machines.



Changes to our lives because of **Coronavirus** have shown how important it is for arts organisations to be dynamic.

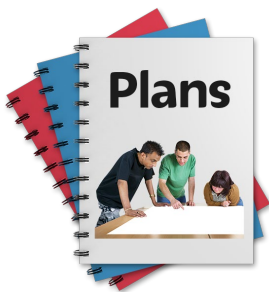


**Coronavirus** is a virus affecting people all over the world. It is also called COVID-19.

# How you can be more dynamic



There are 3 areas that we want you to think about and make more dynamic in your organisation.



1. Your plans.

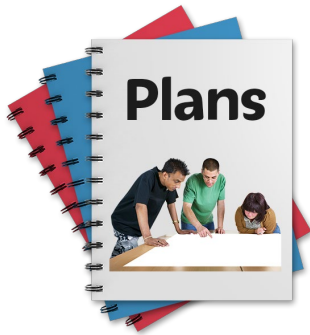


2. The people that work for you and their **skills**. The people that work for you are called your **staff**. A **skill** is something you are good at. For example, you might be good at singing or working on the computer.



3. The technology and information you use.

# 1. Your plans



## Our aim

We want to make sure your plans and creative aims can change when changes happen in the world around you.



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



## What this means for you

Make sure your plans and aims are the best they can be. Check them regularly to see if they can be better.



Make sure your plans use the skills and **experience** of all the people that work for you.

**Experience** is when you've done something before and become good at it, or when you have learnt from things in the past.





Make sure you give leaders and staff the chance and the money to find new ideas and new ways of working.



Think of good ways to change the way you work and try new ideas so you are more dynamic. You might only need small changes or it might be best to make bigger ones.



Make sure the groups of people that give you money are happy with your plans and aims.



Try to get money from lots of different groups and activities. These might include audiences, fundraising events and companies that support you.



Make good plans for your money so people who give you money can see you look after it and spend it in a good way.

## 2. The people that work for you and their skills



### Our aim

We want you to have good leaders and **governance**. **Governance** means being in charge of how an organisation works and what it does.



### What this means for you

Make sure your organisation is a safe, happy and healthy place to work. Staff will feel happy, work better and be more creative.



It's good to have a mix of different types of people in your organisation. They will have different skills and experience.



Good people make a big difference and you should support them so they can make your creative aims happen.





Get ideas from staff in all parts of your organisation. They will have different skills and experience to help you make good choices.



Spend money to train your staff and leaders. Check their skills regularly and make sure they are up-to-date.



Make sure your staff know how important **freelancers** are for your organisation and pay freelancers fairly.



A **freelancer** works for themselves and might offer their services to lots of organisations.



Be fair to all staff in your organisation including volunteers. It is important everyone can see this is happening.

# 3. The technology and information you use



## Our aim

We want you to use information and technology well and to train your staff to use it.



We want you to use information that is correct, linked to the work you do, and up-to-date.



## What this means for you

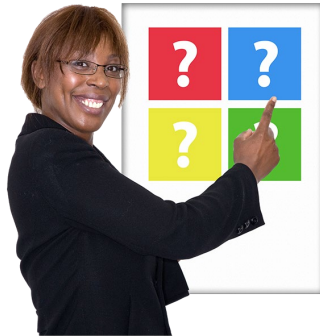
Find the best technology for your needs and make sure staff use it to help your organisation.



Train all staff to work with technology so they can use it in the best way.



Have a plan to say how you will use information. Show this to people and organisations that support you.



Use good information to help make choices and plans.



Get your information from lots of different places.



Make sure all staff in your organisation can see your information.



Train staff so they have the skills to use the information well.

# Our final words



It is important to think how your organisation can be dynamic and get better every day.



The 3 areas we tell you about in this booklet are linked. Think about them all but remember that every organisation is different. Make choices that are right for you.



We want leaders and governance to think about the future and keep up with changes around them. But we still want staff and organisations to be creative.



If you want us to send you our news and more information [click this link to sign up to our newsletter.](#)

**Essential read - Dynamism**

Cultural organisations and individuals are dynamic and able to respond to the challenges and opportunities of the next decade.

This principle outlines a flexible and adaptable approach to business. It includes the need for innovation in business models, for developing leadership, talent and wellbeing within the workforce, for appropriate use of technology across activities and for using evidence and data in decision-making.

The impact of the pandemic on business models in the cultural sector has made the need for dynamism more essential than ever. It has revealed the need for organisational cultures and structures that enable change made by sensing changes externally. This means people within organisations, including leaders and board members, will need resilience, and will need to understand and reflect the communities they serve.

The Dynamism movement principle is broken down into three pillars:

**Business model innovation**

**Our ambition:**

We want a sector that ensures that their creative and cultural missions – and the business models that support them – can adapt to the changing environment and the needs of the communities they serve. Organisations will be committed to actively and continuously examining their business models, understanding the many ways in which they can create and realise value and should seek out practical and innovative ways to improve and develop.

**What this means for you:**

Business models in the cultural sector are often complex. They meet the needs of many stakeholders from audiences to funders, resulting in multiple and interdependent sources of income. Existing business models need to be flexible to respond to external shocks and challenges and adaptable enough to search for efficiencies and improvement. At the same time, a structured approach to innovation and the search for new business models is required to develop and exploit opportunities for new partnerships, products and services.

**In practice this could mean:**

- Examining your mission, vision and purposes to ensure they are appropriate to your context. Taken together they should allow you to deliver the value you desire to your many stakeholders.
- Having a structured approach to forecasting and strategic planning that draws on the diverse skills, knowledge and experience of everyone in your organisation.

Thank you to A2i for the words  
**www.a2i.co.uk** (reference 33887)

The full version of this document is called  
“Essential read - Dynamism”