

Arts Matter NI

...Enriching Lives



a campaign to save arts funding in NI

#artsmatterNI



#ArtsMatterNI Campaign Toolkit

Who are we?



- ArtsMatterNI is an arts advocacy group of professionals, participants and volunteers from across Northern Ireland.
- ArtsMatterNI is an advocate for the value of arts to the life of Northern Ireland.
- ArtsMatterNI highlights the value of the arts in civic life through the articulation of the value of the arts, to Northern Ireland, shaped by evidence and influencing partners and stakeholders.
- ArtsMatterNI believes that public funding is central to a sustainable, functional, credible and diverse arts and cultural sector.
- ArtsMatterNI supports the right under Article 27 of the UN Declaration of Human Rights to participate in the cultural life of a society.

Campaign Supporters

1. Aisling Ghear/Culturlann
2. An Droichead
3. Arts and Business NI
4. Arts and Disability Forum
5. Arts Ekta
6. Belfast Community Circus School
7. Belfast Film Festival
8. Big Telly Theatre Company
9. Black Box
10. Community Arts Partnership
11. Craft Northern Ireland
12. CRAIC
13. Crescent Arts Centre
14. Dance Resource Base
15. Downey P Spanner
16. DU Dance
17. Green Shoot Productions
18. Guildhall Press
19. Josephine Conlon, Proprietor, Belfast Energy Therapists
20. Kabosh Theatre
21. Lyric Theatre
22. Mike Corcoran
23. Northern Ireland Theatre Association
24. Open Arts Crescent
25. PLACE
26. Prime Cut
27. Replay Theatre Company

28. Royal Ulster Academy of Arts
29. Sole Purpose Productions
30. Stendhal Festival
31. Terra Nova
32. The John Hewitt Society
33. Tinder Box Theatre Company
34. Ulster Association of Youth Drama
35. Ulster Orchestra
36. Voluntary Arts Ireland

Campaign Signatories

- Accidental Theatre Company
- Audiences NI
- Belfast Exposed
- Culture Night Belfast/Seed head Arts
- Golden Thread Gallery
- Grand Opera House
- The MAC
- Young at Art

Statement of Principles

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Statement of Principles

The Arts are central to a flourishing Northern Ireland and should be enshrined in an all-party agreed statement of value, recognising the centrality of the arts to Northern Ireland, its people and its future.

We are asking you to support our belief that:

1. The arts are fundamental to our quality of life – they make important contributions to improving the learning, health, wellbeing and confidence of our communities
2. The arts are a powerful force for renewal, regeneration, economic development and sustainability
3. The arts help us address the unique set of demographic and post-conflict challenges that prevail in Northern Ireland
4. The arts are crucial in the development of a skilled and imaginative population.
5. Artistic expression is an individual right and supports a better understanding of our own and others' identities.
6. Arts are crucial for children and young people's development and education.
7. The arts encourage understanding, value and enjoyment of our environment.
8. The arts raise the profile of Northern Ireland at home and abroad, connecting Northern Ireland to the world.

Purpose of Statement

- Forms the basis of a debate about the value of the arts
- Gives people, politicians and organisations a clear sense of what we value
- Gives people, politicians and organisations something to support/sign up to
- Gives a clear sense of how the arts are central to all aspects of individual, social and economic development

What we will do with it

- Post it on the website
- Ask supporters to endorse it
- Ask supporters to get others to endorse it

Objectives

- All Party promotion and protection of the value of the arts
- A statement of principles that supports the arts across all policy areas of the Northern Ireland Executive
- Specific outcome and improved indicators for the arts within the Programme for Government
- Core investment for the arts at local and Executive level to further realise the value and positive impact of the arts
- Arts value should inform all policy areas, departmental strategies and budgets and can be expressed in terms of human, social and economic value and impact

What we want and how politicians can help

Promote the value of the arts

Government Policy

- Support the arts across all policy areas of the Northern Ireland Executive
- Support specific outcome and improved indicators for the arts within the next Programme for Government
- To attract artists from across the UK and the EEA by offering tax exempt status to artists on earnings, harmonising the creative tax status with that of the Republic of Ireland
- Develop 'art contract clauses' similar to 'community benefit clauses' for multi-million pound film and screen projects in NI
- Link the budgetary spend to the UK / Ireland average per head
- Review how the evidence base for arts and culture is established, documented and archived within the departments
- Link the dedicated Exchequer budgetary spend to the UK/Ireland average per head

Arts Infrastructure

- Support core investment for the arts at local and Executive level to further realise the value and positive impact of the arts
- Appreciate that publicly funded arts organisations and public subsidy for the arts are central to keeping the arts accessible, available and affordable to everyone in Northern Ireland
- Appreciate that publicly funded arts organisations are key to nurturing artists, practices, innovation, events and creative landmarks of the future

- Recognise that the cuts to Arts budgets are already impacting on arts and cultural organisations across Northern Ireland, leading to job losses, closures and loss of services creating public benefit
- Instigate the recommendations of the Compact with Voluntary Sector to reduce red tape and bureaucracy by providing processes of accountability that are relevant and proportionate

Communities

- Recognise the transformative power of the arts in addressing the unique set of demographic and post-conflict challenges that prevail in Northern Ireland
- Recognise the facility the arts provide promoting connections and dialogue between people from all backgrounds, supporting cohesion and understanding through challenging, inventive and transformative artistic processes

Individuals

- Support the funding of community-based Arts participation in education, health, justice and the workplace to strengthen creativity and drive innovation - the key to economic recovery, the creative industries and global competitiveness
- Recognise that professional practitioners, producers, artists and other Arts workers are professionals entitled to a living wage
- Recognise the value that voluntary artists and arts groups bring to local life in Northern Ireland

Internationally

- Commit to making Northern Ireland, emerging from conflict, an international beacon for excellence in the provision and practice of rich and diverse Arts for everyone

We are calling on individual politicians to:

1. Attend four arts events a year
2. Hold open meetings with arts community in constituency
3. Display information about arts events in constituency office
4. Highlight your attendance at arts events via social media, constituency newsletter and emails
5. Commit to supporting an increase in arts funding
6. Invite arts groups to present to Assembly committees that you are member of
7. Commit to promoting the arts within your party and with other stakeholders, including funders
8. Join the board of an arts organisation
9. Visit an arts organisation for a day to understand the impact that the arts has on peoples' lives
10. Attend arts launches and openings



How can others get involved?

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If you work in, or simply enjoy the Arts such as events, festivals, concerts and film, or participate in classes or workshops, and believe the Arts should be protected against further cuts please take action now

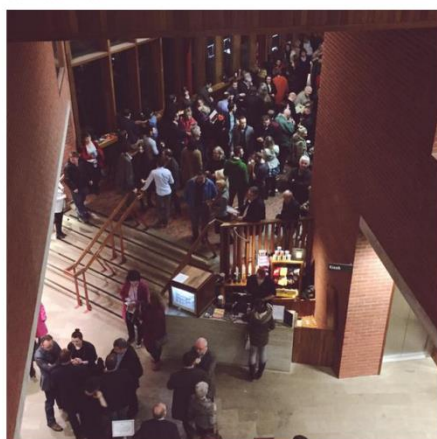
1. Use the manifesto when speaking to your local representatives, especially coming up to elections time in advance of the 2016 NI Assembly Elections
2. Tweet, email and Facebook to encourage others to support the ArtsMattersNI campaign
3. When tweeting @artsmatterni please use the hashtags #ArtsMattersNI
4. Tweet and Facebook your 'selfie' photos at arts venues and events from theatre, concert, film etc. to your local representatives - check out the resource section on the website which gives you details of MLAs' Twitter accounts www.artsmatterni.co.uk
5. The #ArtsMatterNI advocacy group would like to hear your story, as either a recipient of the Arts or as someone working in the Arts. We would like to help share your stories so please do get in touch enrichinglives@artsmatterni.co.uk
6. For more information please check out the #ArtsMatterNI website at www.artsmatterni.co.uk

Lyric Theatre Belfast
@LyricBelfast

Follow

Last night we had close to 500 people @LyricBelfast either seeing #ThePillowman or #EternalLove #ArtsMatterNI

Decadent Theatre Co., Arts & Business NI, ArtsCouncilNI and 7 others



RETWEETS

11

FAVORITES

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comartspartner @comartspartner · Mar 25

CAP Side by Side grps across the city enjoy project celebration. Singing and creating. #ArtsMatterNI @ArtsCouncilNI



View photo



Alan in Belfast follows

Sarah McGreechan @SarahMcGreechan · Mar 19

What a show...Very proud to have been a part of it...this is why we #love and need the arts! #artsmatterni #happy



View photo

Contact



Executive Committee members:

Kelly-Anne Collins ([Dance Resource Base](#))
Conor Shields ([Community Arts Partnership](#))
Margaret Henry ([Audiences NI](#))
Brona Whitaker ([Arts & Business NI](#))
Emily DeDakis ([Accidental Theatre Company](#))

Email: enrichinglives@artsmatterni.co.uk

Website: www.artsmatterni.co.uk

Arts and Society - reaching across all levels of society:

- Bringing people and communities closer together
- Supporting the work of our teachers in the classroom
- Supporting positive physical and mental health and well-being for all and in particular in our healthcare environments
- Strengthening the voice of vulnerable people and marginalised communities
- Creating a place where we all want to live

Value of the Arts to NI Society

- 79% of Arts Council investment goes to the most deprived areas of Northern Ireland
- 53% of the work undertaken by the Arts Council's Regularly Funded Organisations takes place in Neighbourhood Renewal areas
- 68% of the work undertaken by the Arts Council's RFOs is delivered on a cross-community basis
- 55% of the work undertaken by the Arts Council's RFOs takes place in hospitals, schools and with community organisations
- Arts-led community regeneration programmes, such as the 'Building Peace through the Arts – Re-imaging Communities Programme' have engaged over 1,500 individuals in arts-based activity, helping local neighbourhoods across NI to tackle sectarianism and racism and find positive ways to express community identity
- Arts organisations working with young people provide creative learning experiences for children of all abilities, from Early Years on, helping to develop language and communications skills, improve interaction with others, self-expression and the creative skills that will improve social mobility and employability
- The Arts lead by example when it comes to promoting cultural pluralism, with arts-led initiatives such as the Community Arts Partnership's PICAS Intercultural Arts Programme designed to increase opportunities for greater engagement between our diverse communities and funding support for minority ethnic arts
- The 'Arts and Older People' programme has been strengthening the voice of older people, promoting active ageing and addressing social issues affecting older people. With over 6,000 participants with many reporting marked decreases in levels of loneliness, boredom and isolation, and improvements to their mental wellbeing, sense of purpose and physical health
- Organisations such as ArtsCare have been helping to promote the quality of life of patients, their families and the healthcare staff through a range of initiatives, including the Clown Doctors at children's units in acute hospitals.
- The Arts & Disability Forum's Bounce! Arts Festival offers seamless access and reaches both disabled and non-disabled audiences by showcasing excellence from disabled/deaf artists. The Arts & Disability Equality Charter supports and rewards disability access in venues: many now target disabled and deaf people by offering sign language interpretation and/or captioning for deaf audiences, audio description for visually impaired audiences and 'relaxed' performances. A range of organisations, including Open Arts and Kids in Control, Stage Beyond and Drake Music specialise in participatory arts with disabled/deaf people.

- Culture connects people to space. American political theorist, Benjamin R. Barber says, “*Cities flourish where art thrives because the arts help create the public space cities need*”
- Arts and Culture are the lens through which we understand the world that we live in. It’s how we connect to our surroundings, our built environment and each other. Without the colour and energy that a vibrant creative sector, our surroundings are merely functional with no identity
- Great cities are built on the creativity of their population and while a large amount of that creativity can be delivered via the private sector, innovation, training and access for all can only really be delivered with a partnership approach – public and private money working together
- With modern labour mobility talented people will choose to live in cities with the best cultural offering. In this way a vibrant cultural offering will rejuvenate an entire city and all the industries it houses
- 50th anniversary of Jennie Lee’s white paper: [A Policy for the Arts – First Steps](#). The first and, to date, only white paper on the arts, is as relevant today as it was 50 years so. It argued that the arts must occupy a central place in life and be part of everyday life for children and adults. For that to happen, Lee recognised that the arts needed to be embedded in the education system, that they had to be valued as highly as any other industry, that it was crucial that the population had equality of access to the arts wherever they lived, that new ventures needed to be supported as much as established institutions, and that participation was essential. Lee considered the Arts as crucial to our everyday lives and wellbeing as the NHS.

The public support the Arts in Northern Ireland:¹

- 81% of the public believe the Arts enrich the quality of our lives
- 75% of the public agree that there should be public funding for the Arts
- The number of adults engaging in the Arts has grown to 79%
- 70% of people living in the most deprived areas engage in the Arts
- 96% of young people engage in the Arts
- 87% of the public appreciate that the Arts attract tourists
- 52% of disabled people engage in the Arts

The value of the Arts

- The Arts deliver big returns for our economy and for our society
- The Arts currently receive just 0.1% of the Northern Ireland budget. It makes no sense to make further cuts to a sector which generates such a high rate of return on its investment
- Cuts to the Arts budget will result in the contraction of frontline services and reduction of education and outreach programmes
- The Arts bring people and communities together and make our lives richer. We saw this in action during Derry~Londonderry’s transformation into UK City of Culture 2013
- Public investment is the key to building confidence and leveraging additional funding from sponsors and private investors
- The creative sector is one of the fastest growing in the economy, creating economic growth and jobs
- The Arts support the work of many government partners, helping them to achieve their objectives in regeneration, reconciliation, tourism, creative industries, education and health

¹ General Population Survey - <http://www.artscouncil-ni.org/news/general-population-survey-results-2014>

- The Arts distinguish us from other places, make the world talk about us for all the right reasons and raise our global profile as a progressive place that's ready to compete and do business

Economy and the Arts - providing clear economic benefits:

- Promoting Northern Ireland as a creative place and a location of choice for international businesses
- Generating major employment and revenue through the Creative Industries
- Reviving our towns and cities through the network of venues and our arts-led regeneration programmes, for example 'Building Peace through the Arts – Re-imagining Communities' programme
- Providing one of the main attractions for the tourist industry
- Here are some of the statistics on the value of the Arts to Northern Ireland's economy:

Arts Events

- The Northern Ireland Tourist Board (NITB) provides strong evidence in support of the economic impact of the Arts. For example, five of the big arts events of the Derry~Londonderry UK City of Culture 2013 together produced:
 - £20 return on every £1 invested by NITB
 - £15.5m tourism impact
 - 330,396 visitors
- The 2012 Ulster Bank Belfast Festival at Queen's generated:
 - £2m benefit to local businesses
 - £577,180 tourism revenue (including £112,637 accommodation and £464,543 food, drink, transport, shopping)
 - 311 full-time equivalent jobs

Creative Industries

- Prosperous economies are characterised by a strong creative sector and the creative industries are recognised across the world for their potential for wealth and job creation.
- They create wealth and jobs through the development of intellectual property and creative content, products, services and experiences.
- This diverse sector can also stimulate wider innovation across the economy and new ways to add value to other more traditional business sectors such as manufacturing and tourism.
- In 2012 Northern Ireland's Creative Industries employed 40,000 people, representing 5% of total employment in Northern Ireland
- The Creative Industries generated £714m Gross Value Added to the local economy
- In the UK, 2.62m jobs were in the Creative Economy² in 2013, 1 in 12 UK jobs. The Creative Industries are highly important to the UK economy, supporting employment, generating economic activity and exporting services internationally. It shows that the Creative Industries have been resilient in times of recession and

² Gov.UK - Official Statistics measuring the contribution made by the Creative Industries to the UK Economy, including Employment, GVA and Exports of Services. <https://www.gov.uk/government/statistics/creative-industries-economic-estimates-january-2015>

their performance compares favourably with other sectors, delivering continued growth

- Thousands of NI artists work on a freelance basis, each bringing diverse skills to a number of different organisations, art forms & communities over the course of a year
- Self-employed artists in NI make, on average, less than £7,500 per year. Freelance contracts are often the most vulnerable when larger organisations face cuts, and investment in grants for individual artists in NI has fallen steadily for the past decade
- Increasingly, Fewer arts organisations can afford employee benefits such as salary increments, pensions or redundancy -- even for high-level permanent staff
- Public investment in venues and festivals means that established organisations don't have to rely on artists to provide work for free, and that ticket prices for the public remain affordable while all costs of the event are covered

This evidence contributes to ArtsMatterNI beliefs that:

- The Arts can bring economic benefits to individuals and communities
- The Arts is a powerful force for renewal regeneration and sustainability.
- The Arts raises the profile of Northern Ireland home and abroad, connecting to the world.

Arts Venues

- Arts venues are helping to regenerate our towns and cities, revive the evening economy, and restore civic pride
- Arts venues outside of Belfast contribute a total of:
- £8.2m annual net economic impact
- The Millennium Forum in Derry~Londonderry, for example, contributed a net economic impact of £2.8m to the local economy
- 40% of venue users come from outside the local area
- In Belfast, 300,000 people visited the new Metropolitan Arts Centre (The MAC) in its opening year, smashing its visitor target by over 75%.

Arts Organisations

- The Arts Council's 107 Regularly Funded Organisations provide year-round the full range of professional arts and entertainment services for the public, from carnival and circus skills to theatre and opera
- Employing 5,108 staff plus 1,835 volunteers
- Generating income of £48.1m
- Delivering 24,171 performances, 4,693 participation-based events, 445 exhibitions