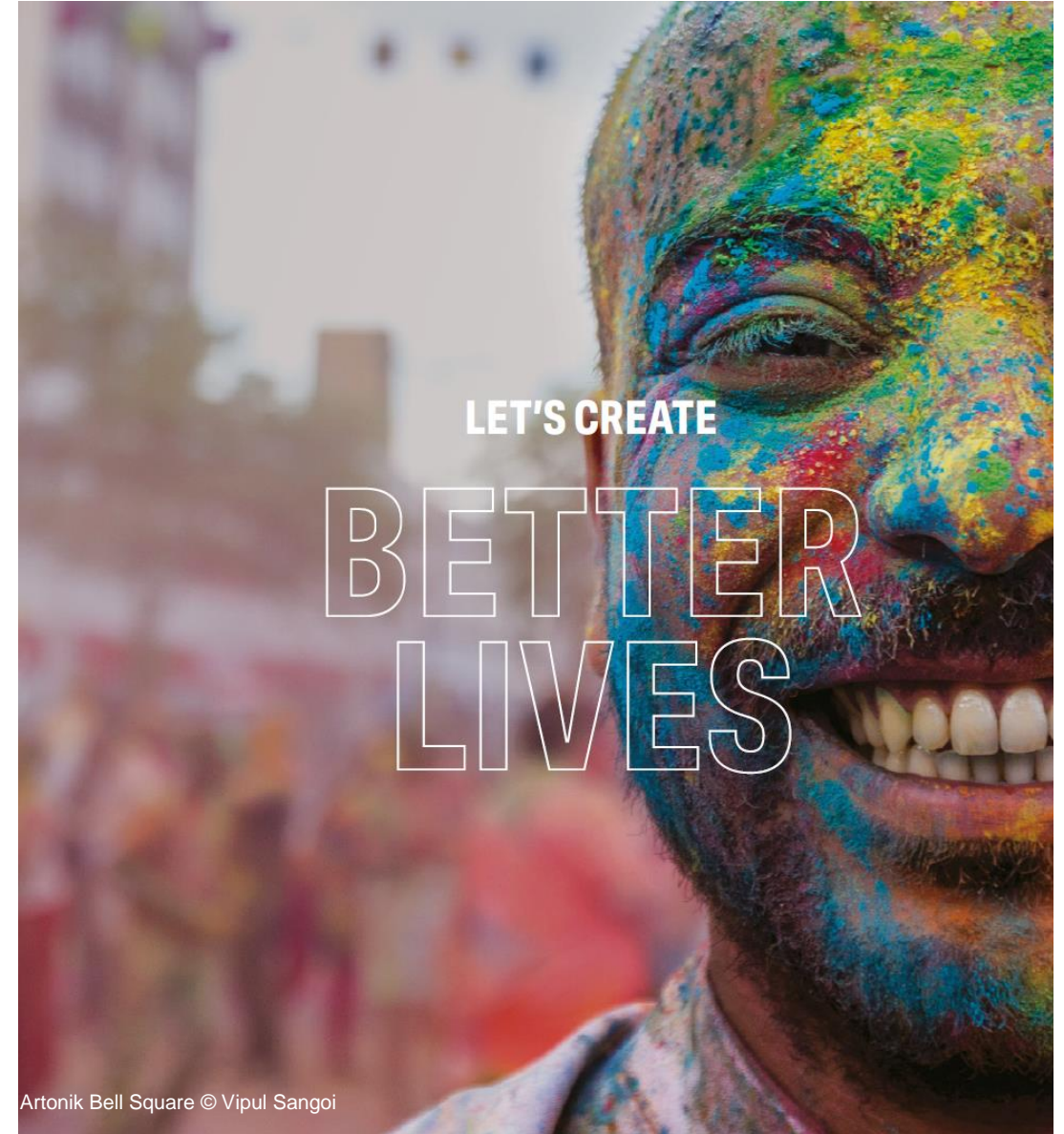


# LET'S CREATE

**STRATEGY 2020-2030**  
**ARTS COUNCIL ENGLAND**

# OUR VISION

By 2030, we want England to be a country in which the creativity of each of us is valued and given the chance to flourish, and where every one of us has access to a remarkable range of high-quality cultural experiences.



Artonik Bell Square © Vipul Sangoi



**#LETSCREATE**

**[artscouncil.org.uk](https://www.artscouncil.org.uk)**

# HOW WE'LL REALISE OUR VISION

Through consultation and data and evidence gathering, we've identified **three Outcomes** to work towards that will help steer the change needed within the sector and the Arts Council to realise the Outcomes, helping provide even greater benefit to the public.



Emergency Exit Arts - Thamesmead 50th Birthday © Emergency Exit Arts

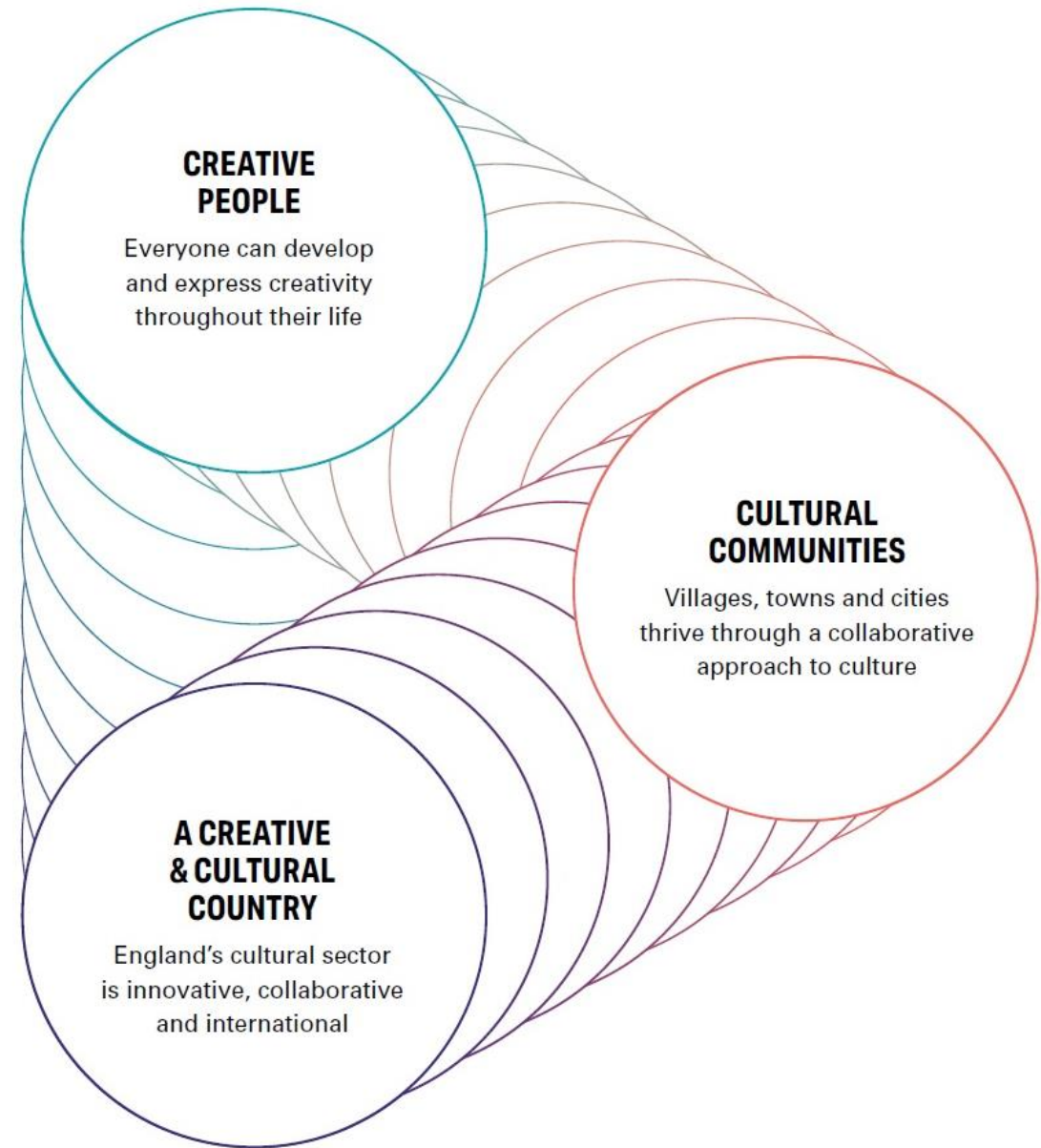


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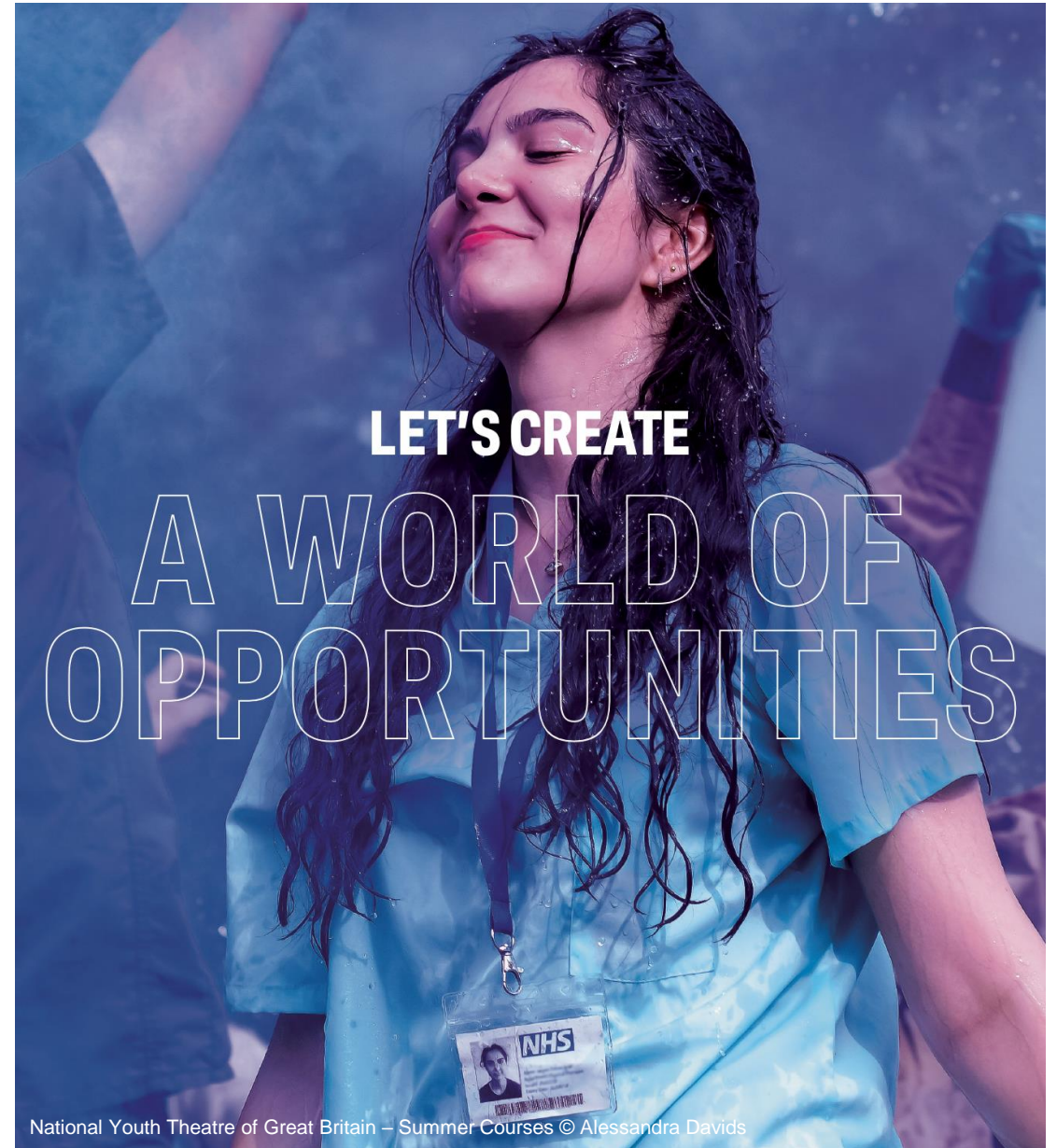
# THE OUTCOMES



# DELIVERING THE STRATEGY

We'll publish a series of Delivery Plans over the next decade which set out the steps we'll take and how we'll resource them.

Our first Delivery Plan spans 2021-24. It sets out the themes we'll be focussing on over the next three years and the actions we'll take.



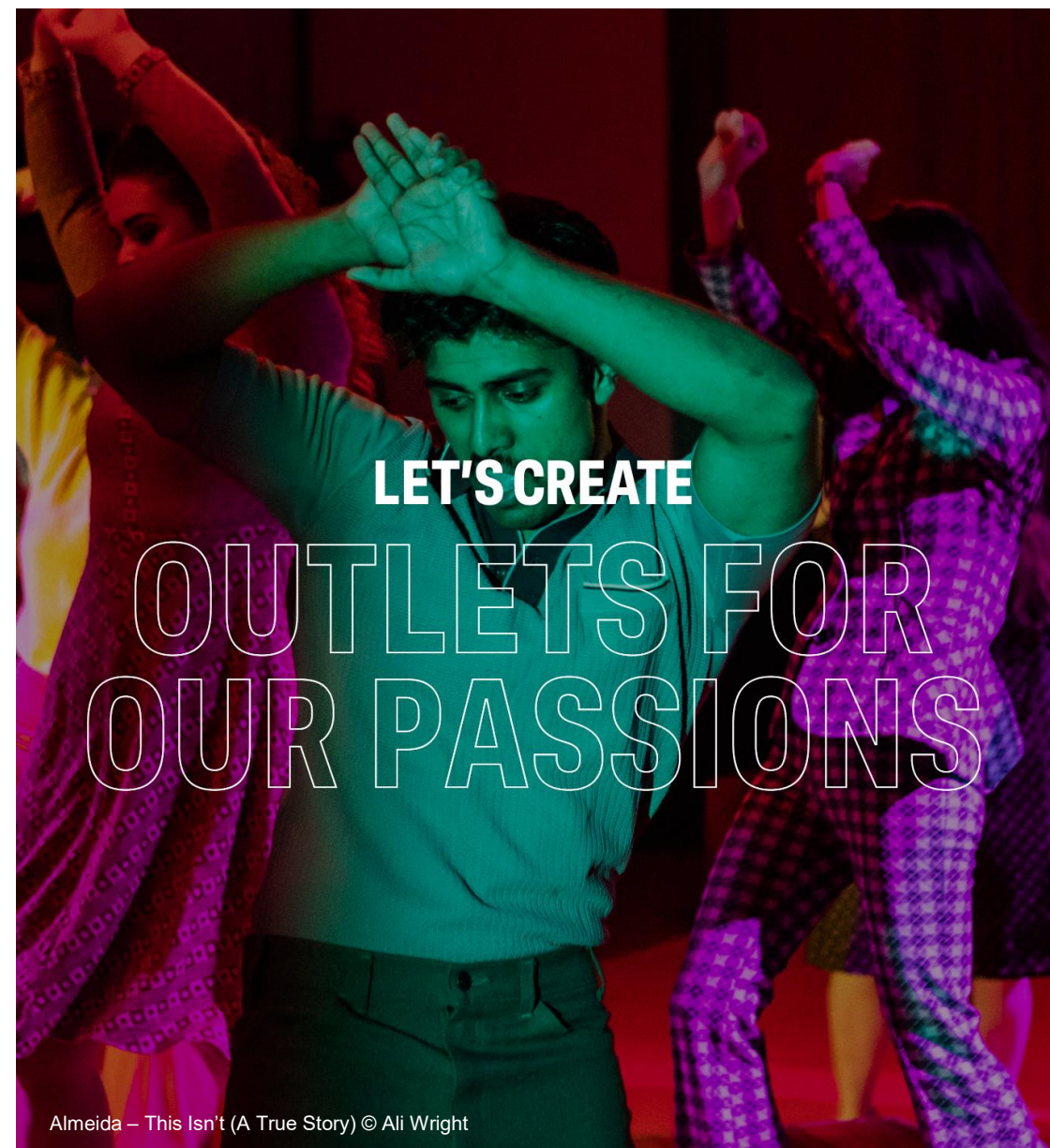
National Youth Theatre of Great Britain – Summer Courses © Alessandra Davids



# DELIVERY PLAN 2021-24: A CHANGING LANDSCAPE

The unprecedented investment from the government's Culture Recovery Fund was vital in helping the sector navigate through and recover from the impacts of the COVID pandemic.

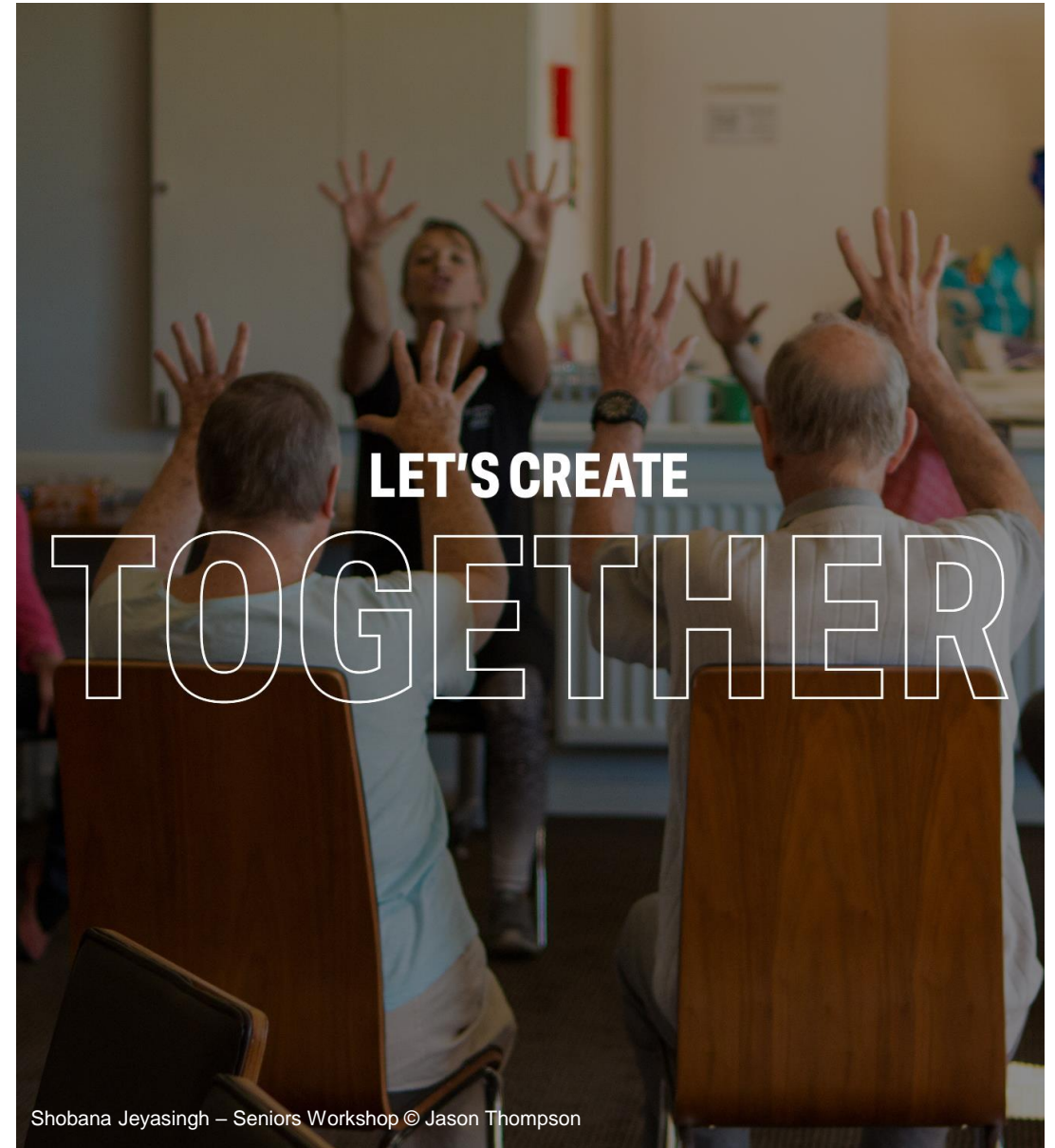
Our Delivery Plan built on its success and turned our eye to the future: resetting and rebuilding.



Almeida – This Isn't (A True Story) © Ali Wright

# FIVE THEMES FROM OUR DELIVERY PLAN 2021-24

1. Building a 'fit for the future' cultural sector
2. Strengthening our place-based approach and supporting levelling up
3. Increasing our support for individuals
4. Helping the cultural sector to work internationally

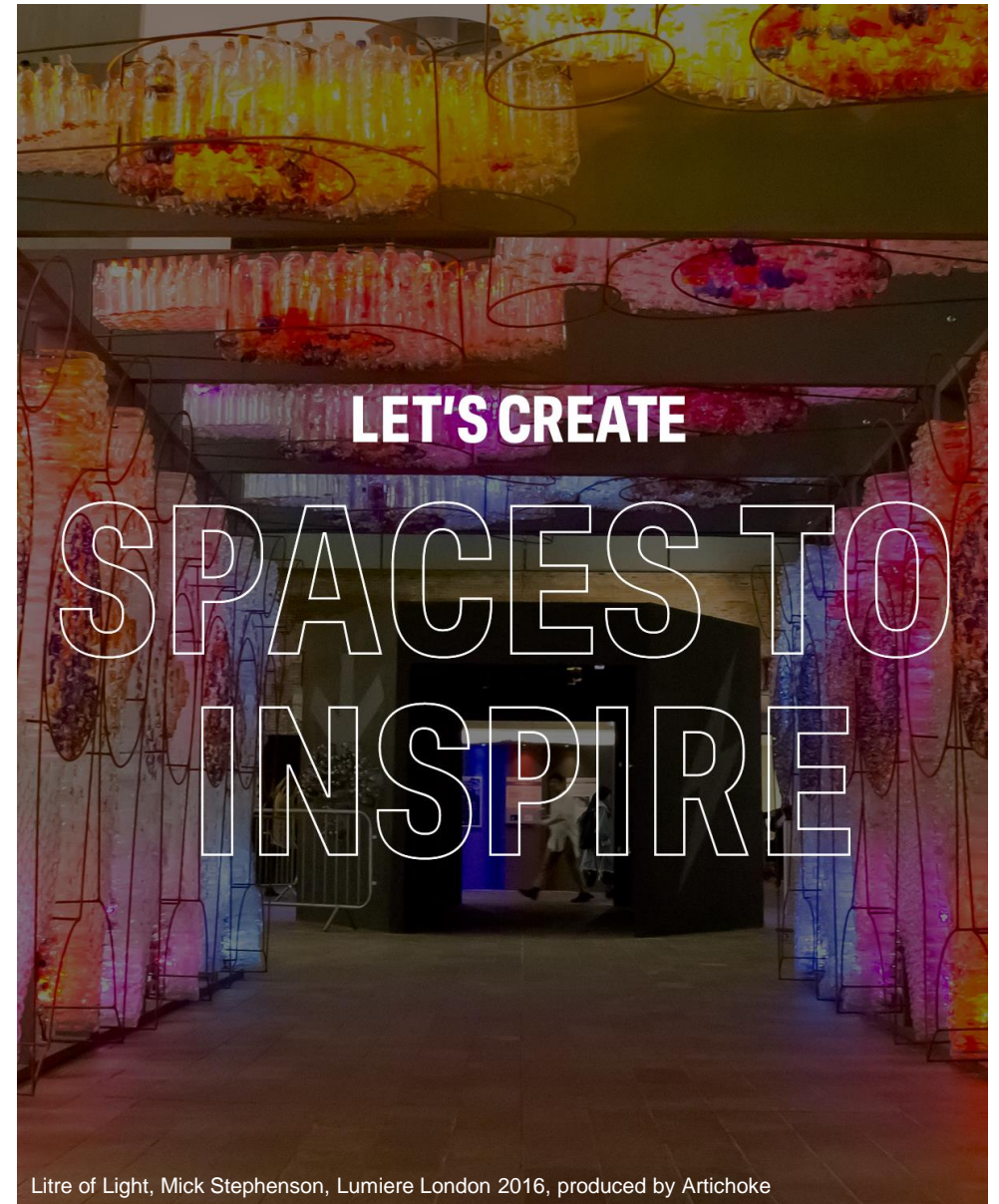


Shobana Jeyasingh – Seniors Workshop © Jason Thompson



# BUILDING A 'FIT FOR THE FUTURE' CULTURAL SECTOR

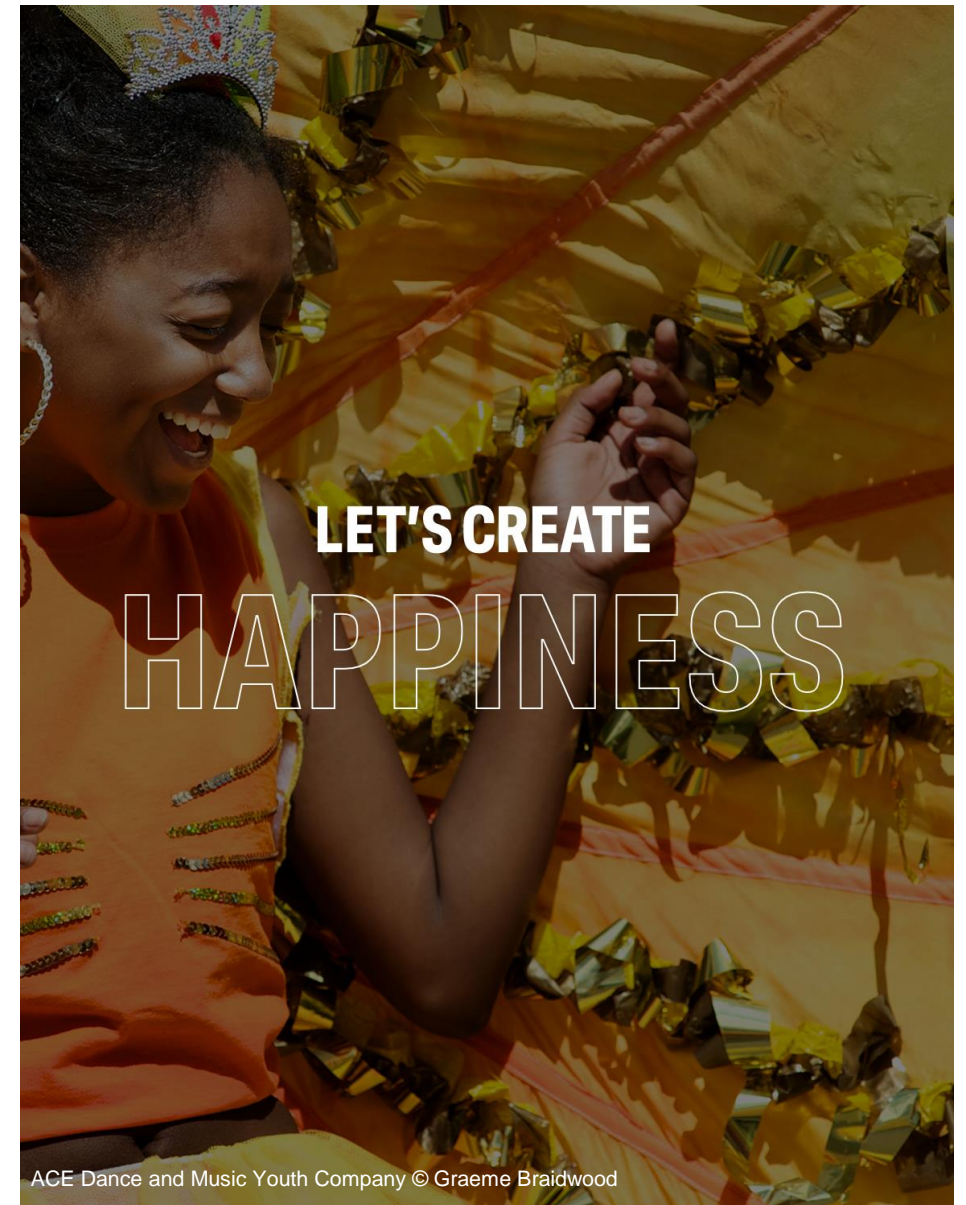
- Developing a 'single digital presence' for public libraries
- Introducing a new Access scheme
- Reporting on pay gaps in the sector
- Supporting governance
- Supporting the use of immersive technologies
- Development of a Libraries Accreditation scheme
- Strengthening our cultural infrastructure





# STRENGTHENING OUR PLACE-BASED APPROACH AND SUPPORTING LEVELLING UP

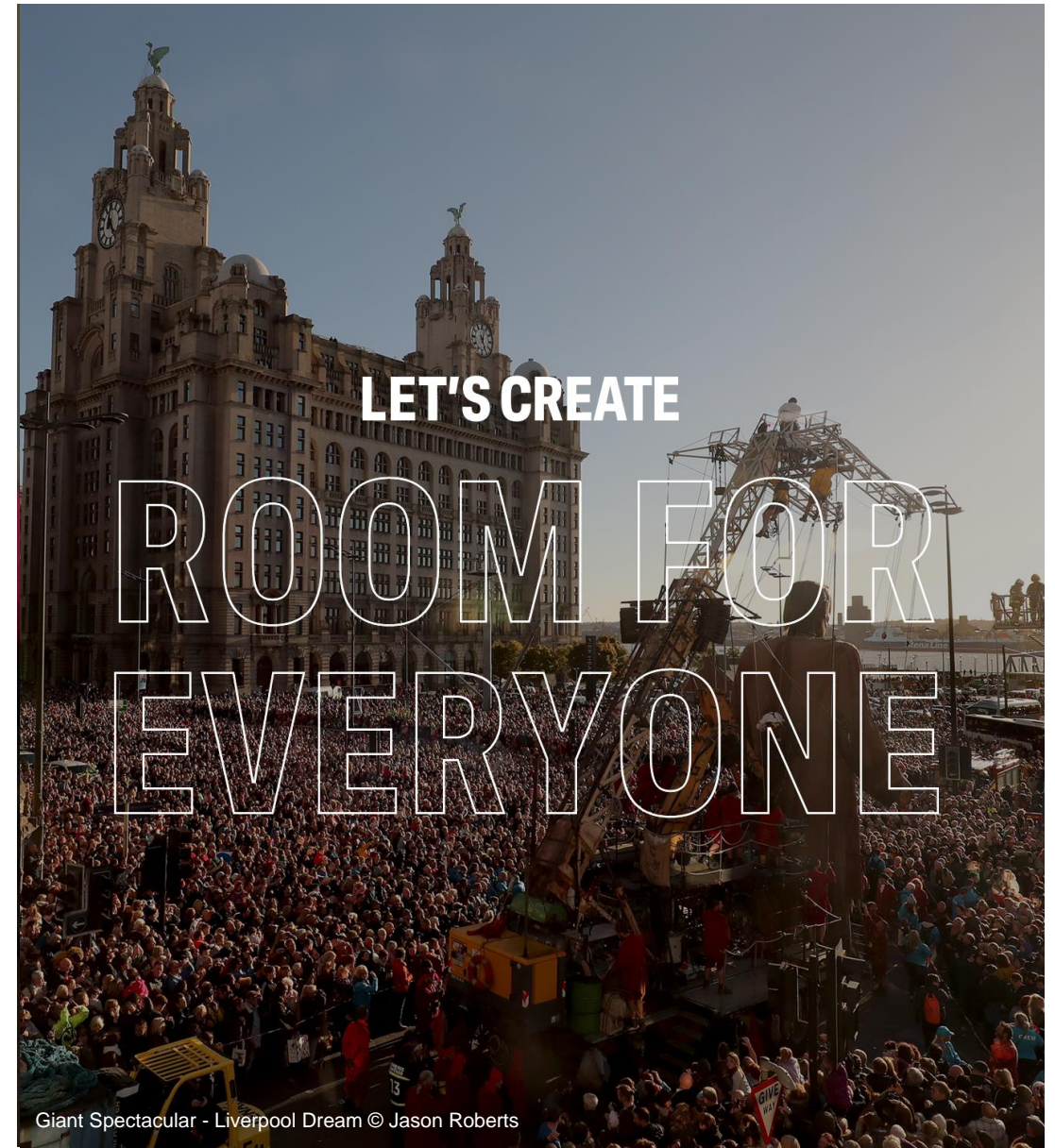
- Supporting named priority places
- Building creativity and culture into health and wellbeing infrastructure
- Delivering the government's Cultural Investment Fund
- Supporting local government to build leadership and delivery capacity
- Supporting the use of data in cultural development plans
- Supporting museums and public libraries to access National Lottery Project Grants



ACE Dance and Music Youth Company © Graeme Braidwood

# INCREASING OUR SUPPORT FOR INDIVIDUALS

- Improving training and development resources
- Improving our understanding of creative and cultural practitioners
- Reviewing National Lottery Project Grants to improve its support for individuals

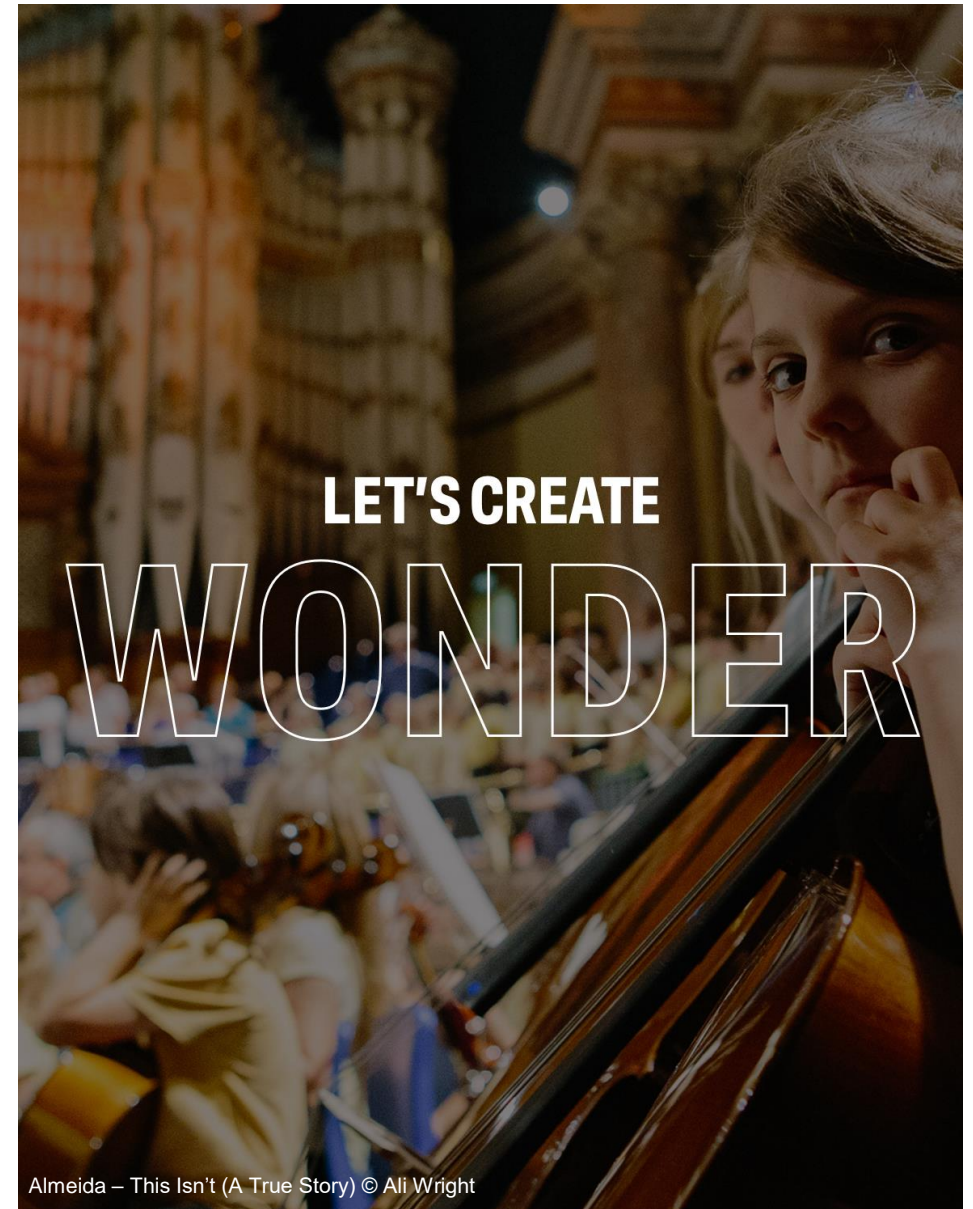


Giant Spectacular - Liverpool Dream © Jason Roberts



# HELPING THE CULTURAL SECTOR TO WORK INTERNATIONALLY

- Growing the International Touring and Environmental Responsibility (ITER) programme
- Growing our investment in the Four Nations International Fund and Cultural Bridge partnership programme with Germany
- Developing a new partnership with Italy to support dance and disability
- Supporting England's global art trade
- Continuing our partnership programme with France
- Continuing our investment in the UK Arts Information Point



Almeida – This Isn't (A True Story) © Ali Wright