



I Value the Arts Campaign - Background information

1. Who is running the campaign?

The National Campaign for the Arts (NCA). The NCA provides a voice for the arts world in all its diversity. It seeks to safeguard, promote and develop the arts and win public and political recognition for the importance of the arts as a key element in our national culture. The NCA receives no public funding and is financed through membership subscriptions and donations.

2. What is the campaign trying to achieve?

The campaign is trying to give a voice to people who value the arts in their community. We know there are a lot of them out there: it's estimated that three-quarters of adults and even more children take part in the arts every year. Collectively they can be a powerful voice for audiences and participants.

3. Is the campaign all about fighting cuts?

The campaign is about empowering people to think about services in their communities and to support what they believe is important to their communities. That support could be about volunteering or lobbying or even setting up their own programmes of arts activities. We've heard the Government messages about the 'Big Society' and we are encouraging those who care about the arts and culture to engage in the wider debate.

4. Is public money being used to support the campaign?

No. The NCA doesn't receive public funding. This campaign has so far relied solely on the time and talent of individuals and organisations with small donations being made to cover costs such as website hosting. The major costs of website and database design and construction have been supplied pro bono by commercial organisations.

5. What do people get out of joining?

They'll be part of a strong national voice of people who value the arts. They will receive useful information about plans for the arts nationally and in their local area with practical suggestions about how they can make a difference. We may also ask for their permission to seek their opinion when we want to undertake research for the arts.

6. How will it work?

Through capturing postcode information the campaign can send the most appropriate local information to signatories. Our database will be able to tell us which Local Authority people live in and how close they are to specific venues and organisations. The data will be held securely on the database (designed and built by one of the experts in holding arts data), and will not be used for anything else unless we have been given express permission.

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www.ivaluethearts.org.uk



7. How can people help to promote the campaign?

We've created a section on the *I Value the Arts* website: www.ivaluethearts.org.uk that has tips and resources, from posters to specially designed emails and web icons, to encourage them to spread the word.

8. How can arts organisations support the campaign?

We are really keen for arts organisations to raise the profile of the campaign and get more people involved. There will be a section on the website with lots of resources and contact details.

9. When will the campaign finish?

We've not set a date. We think the campaign could continue for a significant time, not least because it is about stimulating engagement at the local level. We will want to listen to those who sign up and see how they would like the campaign to evolve.

10. A local arts organisation is under threat. What should people do about it?

Let the NCA know by emailing info@ivaluethearts.org.uk

11. Who else is involved?

This campaign relies entirely on the donation of time and talent from a range of Campaign Partners (see below for details.)

Campaign Partners

Cog Design

Graphic and web design has been donated by Cog Design. Cog Design creates engaging and intelligent design that shapes opinion and delivers results for clients in the cultural sector. Founded in 1991, the company has an unrivalled portfolio of projects: from international festival websites to major arts-centre rebranding; from exhibition publicity to the campaign to secure participants for Antony Gormley's Fourth Plinth project. www.cogdesign.com

Purple Seven

Purple Seven are designing and building the database for the campaign as well as providing the technology for e-mailing such a large number of people. Purple Seven is a marketing analysis and integrated communications software company who specialise in the arts. They have developed a unique web based modular toolbox called Vital Statistics. <http://www.purpleseven.co.uk/>

Audiences UK

Audiences UK has provided free consultancy support services to help shape the campaign and attract other campaign partners. Audiences UK is the national network of Audience Development Agencies, organisations that specialise in understanding how to engage and develop audiences. A key element of the organisation's mission is to help

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represent the public voice. Audiences UK staff have donated their time in addition to their contracted hours. www.audiencesuk.org

Promotional Partners

The NCA is also extremely grateful to the arts industry bodies who have agreed to help raise awareness of this campaign through their members:

Arts Marketing Association	www.a-m-a.co.uk
ArtsAdmin	www.artsadmin.co.uk
Association of British Orchestras	www.abo.org.uk
Crafts Council	www.craftscouncil.org.uk
Dance UK	www.danceuk.org
Equity	www.equity.org.uk
Independent Theatre Council	www.itc-arts.org
Membership Management Forum	www.membershipmanagementforum.org
Missions Models Money	www.missionmodelsmoney.org.uk
Museums Association	www.museumsassociation.org
Musicians Union	www.musiciansunion.org.uk
Opera & Music Theatre Forum	www.omtf.org.uk
Society of London Theatre	www.solt.co.uk
Theatres Trust	www.theatretrust.org.uk
Theatrical Management Association	www.solttma.co.uk
Visual Arts and Galleries Association	www.vaga.co.uk
Voluntary Arts	www.voluntaryarts.org

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