

A draft contract between government and the arts & cultural sector

The 'ask'

- **Government to produce a comprehensive national strategy** for the creative and cultural industries
- A cross Whitehall review of the contribution arts and culture makes to **broader public services goals**
- A new expectation placed on schools to guarantee **arts and cultural engagement by all pupils**
- A **comprehensive approach to skills and talent** in the creative and cultural industries
- A push to place arts and culture **at the heart of local place making and regeneration strategies**
- As part of a broad commitment to digital enterprise, backing for a **new digital cultural offer bringing together all publicly subsidised cultural assets and mapping local arts and cultural resources**
- Commitment to a **new national and city-level global cultural diplomacy strategy**
- A commitment to sustain and **expand the role of tax breaks** in fostering the production of world-class content, IP and export revenues

The 'offer'

- A commitment to work with Government to apply a **comprehensive and robust evidence and reporting framework** for all arts and cultural activities supported by public investment
- Recipients of public funding to commit to a **step change in the work produced for diverse audiences and to create more opportunities for diverse talent across the publicly funded sector**
- A commitment to a measurable **increase in the alternative income generation by arts and cultural organisations**
- A commitment to develop a unified, coherent and more equitable approach to **recruitment and training** in the arts and cultural sector
- With a particular focus on the use of pupil premium, NPOs, major partner museums, music education hubs and bridge organisations to **combine forces to offer high-quality, relevant and affordable arts and cultural experiences to schools**
- A renewed commitment from publicly funded arts and cultural organisations to explore **new forms of partnership and collaboration** including with the commercial and voluntary sector
- What Next? to work with partners across the cultural and creative industries to frame a public contract exploring how the cultural and creative ecosystem **can enhance the arts and cultural offer, and encourage new forms of cultural and civic expression across the whole country**