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**Date**

Thursday 1010 June  
2010

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**Culture Forum created to meet the  
Government's call for a national  
debate on the economy**

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**Arts & Business in association with the NCA  
creates forum to ensure leading cultural minds  
are engaged in the big conversation on culture,  
the public and the private purse.**

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On Thursday 10 June 2010, [Arts & Business](http://www.artsandbusiness.org.uk) in association with the National Campaign for the Arts (NCA) launches a new forum to represent the UK's cultural sector in the debate on how best to reanimate private sector cultural funding in this period of economic difficulty.

Colin Tweedy, Chief Executive of Arts & Business, said:

"The Chancellor has challenged the nation to begin a dialogue on the way forward. Arts & Business with the NCA are immediately responding by creating a dialogue with our combined arts memberships of over 1,650 cultural bodies, to identify the impact of where cuts might fall, where growth can come and how we can build our collective cultural capacity for the future.

"Arts & Business' recent consultation for our [Private Sector Policy for the Arts](#) showed again the depth of the knowledge and insight that the arts across the UK have in analysing future perspectives. It brought to light the need for a platform for a stronger, united and independent voice.

"It is time for a fundamental reassessment of the way we support the frontline cultural fundraisers and listen to what they need. The recommendations of our Private Sector Policy for the Arts were the first step. This forum, providing the best objective scrutiny of what should be done and why, is the next."

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Louise de Winter, Director of the NCA, said:

“The forum will be the independent voice for the arts focusing on the immediate needs of the arts and the role of the private sector in helping to deliver those needs. It will be democratically elected ensuring that voices from large and small, metropolitan and regional organisations are represented. We will be offering the forum as the consultative group that the Government can work with to make the best decisions for our cultural funding ecology going forward.”

She continued: “Arts organisations are particularly vulnerable to local authority spending cuts and it is often those organisations away from the metropolitan centres that struggle with business and private funding. This forum provides an opportunity for the sector to identify strengths and weaknesses and create a platform on which arts organisations can build stronger relations with private funders, particularly in the regions.”

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**Notes to editors:**

- Arts & Business sparks new partnerships between commerce and culture. We connect companies and individuals to cultural organisations and provide the expertise and insight for them to prosper together.
- In the cultural sector, we are the leading source of learning and development opportunities, tailored fundraising advice, and resources for organisations seeking partnerships with business.
- The five priority recommendations of Arts & Business' Private Sector Policy for the Arts are:
  1. The Big Arts Give - a pilot Challenge Fund Scheme to stimulate individual philanthropy for the Arts (launched here [http://www.artsandbusiness.org.uk/Central/philanthropy/the\\_big\\_arts\\_give.aspx](http://www.artsandbusiness.org.uk/Central/philanthropy/the_big_arts_give.aspx))
  2. A Legacy Campaign for the Arts
  3. A Campaign to increase Cultural Philanthropy from the financial sector and wider business community

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4. A Matching Grant Programme to stimulate business sponsorship of the Arts
5. Tax reforms to underpin a vibrant arts mixed economy.

- To read the Arts & Business policy document, please visit: <http://www.artsandbusiness.org.uk/News/2010/private-sector-policy-for-the-arts/index.aspx>

or see our documents on [issuu.com](http://issuu.com):

Arts & Business on [Twitter](#)

- The National Campaign for the Arts (NCA) is the UK's only independent lobbying organisation representing all the arts. It 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 will also be consulting its membership nationwide and encouraging them to take part in the Chancellor's big conversation. It will provide information on how arts organisations and artists can engage with the conversation on a local, regional and national basis and produce tools and materials for use.
- In 2009 the NCA published its Manifesto for the Arts, its vision for the sector and the contribution it can make to the UK's economic and social wellbeing. To read the manifesto please visit: [http://www.artscampaign.org.uk/index.php?option=com\\_content&view=article&id=61&Itemid=73](http://www.artscampaign.org.uk/index.php?option=com_content&view=article&id=61&Itemid=73)
- The forum will be elected from a combined cultural membership of over 1,650 members who will vote for representatives to serve, initially for a year on a consultative task force, of up to 20 members. (In the first instance the forum will focus on England.)
- Arts & Business and the NCA will open the call for candidates for the starting June 17 2010. The vote by arts members will be at the beginning of July and the first dialogue of the elected representatives will take place before the end of July 2010.
- Arts & Business and the NCA will invite nominations from among both arts memberships including Development Directors, fundraising professionals, CEOs and trustees to serve on this advisory forum.
- Arts & Business will also create a philanthropy taskforce to advise the Ministers and work with Trusts and Foundations who support culture.

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- Arts & Business' total figure for private sector investment in culture in the UK currently stands at £654.9 million for 08/09. Business investment fell by 6% (a smaller decrease than last year) and now stands at circa £157 million and accounts for 24% of the overall contribution from the private sector.

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- Over the next three years, arts organisations will be prioritising individual giving over all other sources of private investment (from business and Trusts and foundations) as it is expected to be more important for 77% of the arts sector (and equally important for 19%), according to our 250 respondents of the Arts & Business survey Have Your Say! May 2010

Arts & Business (A&B) is a registered charity in England (274040) and in Scotland (SC039470).