

# Making the case: starting a conversation about public value

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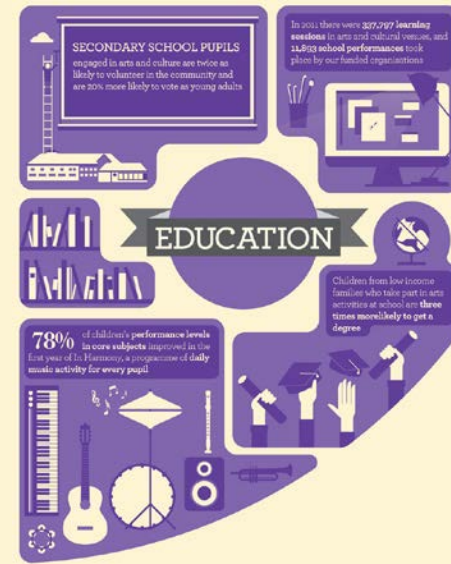
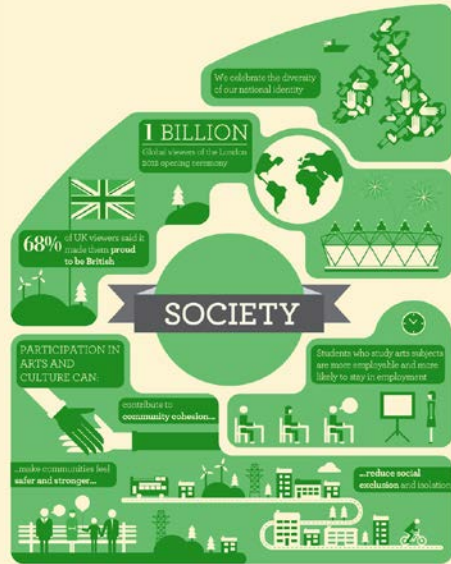




Why is it important that people care about the arts?



# Evidencing cultural value





40%



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# The challenge



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How do we do it?





# Intrinsic Value

Personal National

Identity

Empathetic

citizens Quality

Inspiration of life

Excitement

**Seven things to do  
when you want to  
change minds about  
arts and culture**



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1. Emphasise the breadth and depth of what is meant by arts and culture
  2. Frame your story with the ripple effect
  3. Find a hook with a common life experience
  4. Follow a journey through to completion
  5. Explain the diverse benefits of arts and culture in a consistent way
  6. Tackle the cost argument with evidence
  7. Show the impact of losing our community investments



£1.45 billion



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#culturematters

The economic output **Museums** contribute to the national economy

Read the report: [arts council.org.uk/museums](https://arts council.org.uk/museums)

38,165



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The number of people the museums sector employs as a minimum

Read the report: [arts council.org.uk/museums](https://arts council.org.uk/museums)



## Making the case for arts and culture: #culturematters

- 1 State of the Arts
- 2 Making the case for arts and culture:  
#culturematters

### The benefits of arts and culture

#### Making the case: to the public

#### Making the case: to local and national government

#### Making the case: to the media

#### Social media

#### How others are advocating

#### Featured case studies



Arts and culture give us joy, let us reflect and help us empathise. They benefit us **economically, socially and educationally**.

Collectively, everyone with an interest in arts and culture can tell a powerful story about the value and impact of public investment. These pages are designed to help you reach out to audiences and have a conversation about why **#culturematters**.

There are three simple steps to making the case:

1. **Create** your story
2. **Communicate** it to your audience
3. **Connect** to build long-term relationships

Find out how to make the case to **local and national government, the public and the media**. Each page will give you specific information and tips on how to create, communicate and connect with these people. You can also check out our page on the **benefits of arts and culture**. If you pick out the same themes in your story, our collective voice is much more likely to be heard.





# create

A journal of perspectives on  
the value of art and culture



**Howard Davies**  
A guide to 'the heart  
of a Treasury official'

**Zombies are good for us!**  
Naomi Alderman on the  
rewards of video gaming

**John Major**  
Tells us why the arts  
are not an add-on

John Major

## The arts are not an 'add-on'

Former chancellor and prime minister  
John Major talks to us about his love  
of literature, the success of the  
National Lottery and how the  
arts are integral to all our lives.



Tanya Gold

## Meet Me at the Albany

Journalist Tanya Gold finds a tiny  
fragment of paradise in a daily  
arts club for the over-60s.





### More power to the arts. 3 steps to engage your MP

MPs can be a huge supporters of arts and culture – if they're involved. Follow our three steps to get them engaged:

- 1. Create your story.**  
Make it something MPs are interested in such as economic value or tourism.
- 2. Communicate it.**  
Get your event into the news or social media and invite MPs along.
- 3. Stay connected.**  
MPs love Twitter. Use it to update them. Perhaps you could invite them to join your board?

[Get MP power behind the arts. Watch our latest video](#)

## What will the election mean for arts and culture?

Read our summary of how the parties have addressed arts, culture and creativity in their manifestos

#culturematters #culturedebate





How do we know if it's worked?

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1. Gather your evidence – don't make the mistake of thinking that people will value something just because you say it's important
  2. Know your audience – what shapes their perceptions?
  3. Craft your messages and tell your story
  4. Work together
  5. It's a thousand little things that add up to something bigger
  6. Keep plugging away – it has to be a long term game



Thank you



[www.artscouncil.org.uk](http://www.artscouncil.org.uk)

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