

Introduction to the consultation

In December this year Arts Council England will publish its next 10-year strategy. The strategy, which will shape how we deliver our development, advocacy and investment approach for the next decade, will come into effect in April 2020, taking over from our current strategy, Great Art and Culture for Everyone. We hope that it will help us to go further in realising this country's creativity and supporting access to a wider range of culture.

We started this work in autumn 2017, beginning with a review of a broad field of evidence, and a series of conversations with the public, our partners and our stakeholders, in which we asked for views on how and where the Arts Council should focus its attention over the coming decade.

In total, we heard from over 5,000 people, including artists, curators, librarians, employees of cultural organisations, members of the public, children and young people, and stakeholders from across the creative industries, education, and local government, as well as our own staff. Together, these contributions provided us with a foundation as we began to consider what a new Arts Council England 10-year strategy should look like.

Over the course of 2018 we used a theory-of-change approach to identify a set of key issues which we believed our new strategy should seek to address, and to develop a series of proposed outcomes in response to them. In the autumn of 2018 we ran a consultation in which we asked people to tell us whether they agreed that these outcomes were the right things for Arts Council England to focus on over the next 10 years and, if so, how we might work together to realise them.

The responses to that consultation were generous, thoughtful, rigorous and wide-ranging, offering a breadth of perspectives on our proposed outcomes, and the routes we might take to achieving them. We have considered them all and have refined and developed a draft strategy, which we are sharing with you now.

Once again we are asking for your help. We would like you to share your views on our draft strategy and to explore with us how we might collaborate to achieve the ambitions it sets out. We hope to hear from as many different people as possible and we will pay close attention to what you have to say.

The materials we are sharing

We are sharing a range of materials with you. The key document that we are consulting on is the draft strategy. The other documents provide additional information that may be useful to you in understanding the process so far, and what is to follow.

Key materials to read before taking part in the consultation:

- *Shaping the next ten years: Draft strategy for consultation*
- *Guide to the delivery plans* which will be published at intervals during the lifespan of the strategy, and a draft timeline for the next three years

Other background materials that you may find interesting:

- The latest version of our *Equality analysis and action plan*
- A *visual map* of our process and the evidence base that has underpinned the strategy's development
- *Evidence from workshops with the public* - the most recent piece of evidence contributing to the strategy development work: a report, short film and visual presentation on public workshops exploring the draft strategy

**Read or
download all
materials at:**

www.artscouncil.org.uk/NextTenYears

How to have your say

The consultation is open for everyone to take part for 12 weeks, from 1 July 2019 to 23 September 2019.

We are holding consultation workshops across the country. To join a workshop sign up via the link below:

<https://www.artscouncil.org.uk/shaping-next-ten-years/summer-2019-consultation-next-ten-years>

You can also take part online when the consultation opens on 1 July 2019 via this link: <https://nexttenyears.artscouncil.org.uk/10/next-ten-years>

What happens next

After the consultation period has ended, we will review all the feedback, and further develop the strategy in response to it. We will aim to finalise the content for both the strategy and the first delivery plan in the autumn, ready for publication in December 2019.

Thanks

Thanks are owed to colleagues within the Arts Council and partners and stakeholders beyond who have contributed to the development of the strategy so far. Particular thanks go to the Innovation Unit for their support in designing this round of consultation.

Finally, and most importantly, thanks to all of you who are taking part in this consultation. Your input will strengthen and refine the strategy that we present in December, and we are extremely grateful for it.