

The joys of pancake day have passed, Lent is upon us and one could be forgiven for feeling flat. So, if you haven't sent us your success stories to inform our evidence base for CSR campaigning, cheer yourself (and us) up by doing so now. In the meantime, read on for:

- Local Government White Paper
- Private investment in the arts
- Call for dancers to take part in the NUT Education Show
- Informing Conservative party thinking

## **Local Government White Paper**

At a workshop entitled *Culture and Sport after the Local Government White Paper*, attended by the NCA on Monday, the DCMS asked delegates for suggestions on an indicator for culture and sport which could form one of a new list of performance indicators for local government. The DCMS reported that it has failed to get culture listed as a national priority outcome but still hopes that it will be included in the performance indicators, alongside sport. Questions were raised about how this indicator would be measured and whether surveys such as the *Active People* report could be adapted to do this. The workshop also considered a potential tool for assessment and self improvement within local government.

Information about the Local Government White Paper, *Strong and prosperous communities*, is available on the NCA website at:

<http://www.artscampaign.org.uk/campaigns/nationalpolicy/Local%20Govt%20White%20Paper.html>

The NCA will be responding to the White Paper and welcomes your views on the matter. Please send these to [campaigns@artscampaign.org.uk](mailto:campaigns@artscampaign.org.uk) by 12 March.

## **Private investment in the arts**

The Minister for Culture, David Lammy, was among the speakers at an Arts & Business symposium on private investment in the arts which the NCA attended this week. The Minister described the importance of private investment but warned that the corporate social responsibility agenda for business is increasingly focused on 'changing the world'. Sara Selwood of City University added that while there is an increased demand for evidence of the outcomes of funding, there is a danger in making instrumental claims for the arts since this can lead to competition with other 'service providers' offering to deliver the same. In the context of predictions for the Comprehensive Spending Review, she noted that there is usually a correlation between public and private investment: if Government gives less, we should expect less from the private sector too. John Holden of Demos said that an increase in corporate profits often results in a decrease in corporate giving but argues that the picture is not entirely gloomy: a new generation of entrepreneurs are starting to make profits and could be a

source of funding in the future. He stressed that the arts are a “huge success story” and that the UK is a “world leader” in this field.

### **Call for dancers**

To promote the messages of the Dance Manifesto directly to teachers and encourage the teaching of dance within primary school, the NCA is running four of its established *Walking with Artists* teacher/artist workshops at the NUT Education show in Birmingham on 22-24 March 2007.

We are looking to hire four dance practitioners, from a range of dance genres, who have practical experience of building successful projects with teachers within schools to deliver the workshops. Full details of this opportunity are available on the NCA website at

<http://www.artscampaign.org.uk/info/Walking%20with%20Dancers%20brief%20Feb%2007.pdf>

The deadline for expressions of interest is **Wednesday 28 February 2007**

### **Conservative party arts task force – Monday meeting**

As mentioned in the briefing on 2 February, Ed Vaizey MP, Shadow Minister for Culture, is launching a Conservative Party arts task force. This will take the form of a series of open and private sessions in which members of the task force and expert witnesses will discuss and debate issues affecting the arts, with a view to informing Conservative policy. The first open session will address the question, “Why should any government bother with the arts?”

The NCA will be actively involved in contributing to these sessions which are an opportunity to inform Conservative Party thinking. The first session will be held this Monday, 26 February, from 6-8 pm in the Redgrave Suite at the Barbican.

A number of members will be joining the NCA team at the Barbican on Monday. Anyone interested in attending who has not already reserved a place, should contact Dan Abernethy on [ABERNETHYD@parliament.uk](mailto:ABERNETHYD@parliament.uk) as there may be a few places remaining. Please CC your email to [nca@artscampaign.org.uk](mailto:nca@artscampaign.org.uk) We look forward to seeing many of you on Monday.

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The 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.

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