

The Arts Funding System Pack

brief profiles of the components of
the UK arts funding system

Boekmanstichting - Bibliotheek
Herengracht 415
1017 BP Amsterdam
Tel. 6243739

Introduction

The arts in the UK receive public funds from a variety of agencies and the following factsheets give a brief introduction to each of the main bodies. Factsheets giving information on local authority and private funding are also included. The pack includes the following:

- 1 Overview of the UK arts funding system
- 2 The Department of National Heritage
- 3 The Arts Council of England, Scottish Arts Council, Arts Council of Wales, and Arts Council of Northern Ireland
- 4 The British Film Institute (BFI)
- 5 The Crafts Council
- 6 The Museums and Galleries Commission
- 7 The Regional Arts Boards (RABs)
- 8 The Association for Business Sponsorship of the Arts (ABSA)
- 9 The British Council
- 10 Visiting Arts
- 11 Local government funding
- 12 Trusts and private sector funding

All the organisations listed publish guides to, and criteria for, their funding and support schemes and they should be contacted direct for this detailed information. The addresses and telephone numbers are given on each factsheet.

(revised February 1995)

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1 The UK arts funding system

An overview

(Numbers in brackets refer to fact sheets in **The Arts Funding System pack**).

Responsibility for the development and funding of the arts is shared between a variety of public, semi-public and private bodies.

Within the United Kingdom the **Department of National Heritage** is responsible for the allocation of central government funds to the arts in England (see factsheet number 2).

The **Scottish, Welsh and Northern Ireland Offices** are also concerned with cultural matters and are responsible for allocating public subsidies in their respective countries including funding the Scottish Arts Council, the Arts Council of Wales and the Arts Council of Northern Ireland.

The **Foreign and Commonwealth Office** is responsible for cultural links with other nations and the promotion of British culture overseas is the concern of the **British Council** (see factsheet number 9, and number 10 on **Visiting Arts**).

The **British Library** and museums and galleries in England receive direct government financial support from the Department of National Heritage, while Scottish and Welsh national museums and galleries are funded by the Scottish and Welsh Offices respectively. However most other government support for the arts takes the form of grants to a variety of agencies:

- The **Arts Council of England** is the main channel of government aid to the performing arts. It also funds visual arts and literature. (See factsheet number 3). The Arts Council of England works closely with its fellow Councils in Scotland and Wales.
- In England, the Arts Council of England funds and works closely with the ten **Regional Arts Boards** (see factsheet number 7) who are responsible for the development and subsidy of the arts in the English regions.
- The **British Film Institute** encourages the development of film and television (factsheet 4).
- Government support for the crafts is administered by the **Crafts Council** (factsheet 5).

- **The Museums and Galleries Commission** (factsheet 6) advises the government on policy for museums.
- Responsibility for the **heritage** is divided among several organisations, chief of which is **English Heritage**.

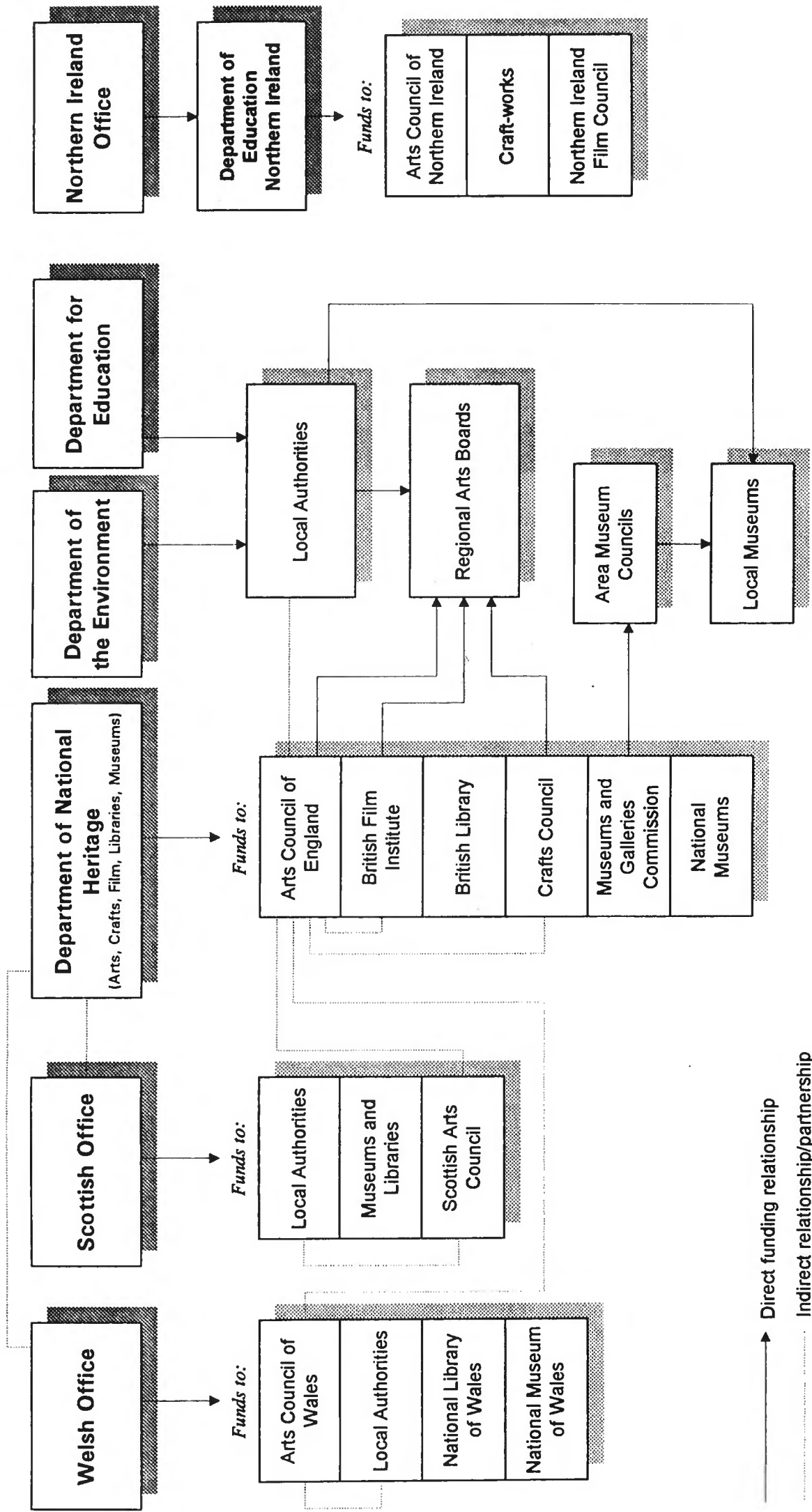
Local government also plays a key role in supporting the arts (factsheet 11). In addition to their responsibilities for education and the public library service, a large number of local authorities fund artists and arts organisations directly, maintain local museums and art galleries, run civic theatres as well as arts and cultural centres. Despite a difficult financial climate in recent years many local authorities also contribute to cultural life in their areas by organising their own programmes of arts events.

The broadcasting organisations, and in particular the **BBC and Channel 4**, contribute substantial expenditure to the arts.

Business sponsorship has steadily increased (see factsheet 8) and private patronage and funding by independent trusts and charities also plays an important role (factsheet 12).

The diagram which follows sets out the broad outlines of the arts funding structure from April 1994.

Structure of UK Arts Funding System



2 Department of National Heritage

2-4 Cockspur Street, London SW1Y 5DH
Tel 0171-211 6000

Following the general election of April 1992 a new Ministry – the Department of National Heritage – was created, headed by a Cabinet Minister, the Secretary of State for National Heritage. This Department has responsibility for broadcasting, the Arts, Sport, Tourism, National Heritage, the Film Industry and the Millennium Fund. The Department aims to encourage private sector enterprise in all these fields.

The DNH comprises staff drawn from the Home Office, the former Office of Arts and Libraries, Department for Education, Department of the Environment, Department of Employment, and the Department of Trade and Industry. The following public bodies are sponsored by the Department of National Heritage:

- Arts Council of England
- British Film Institute
- British Library
- British Tourism Authority
- Crafts Council
- English Heritage
- Football Licensing Authority
- Museums and Galleries Commission
- National Film and Television School
- Royal Armouries
- Royal Commission on Historical Manuscripts
- Royal Commission on the Monuments of England
- Royal Fine Arts Commission
- Royal Household Works Programme
- Royal Parks
- Sports Council

The DNH consists of three Directorates:

- Heritage and Tourism
- Broadcasting, Film and Sports
- Arts (including Museums and Galleries, and Libraries).

Previously, Broadcasting came under the Home Office; Tourism – the Department of Employment; Heritage – the Department of the Environment; Film Industry – the Department of Trade and Industry; Sport – the Department for Education; and finally the Arts, Museums, Galleries and Libraries were the responsibility of the Office of Arts and Libraries.

The Department introduced legislation establishing the National Lottery whose proceeds will be shared between the arts, sport, heritage, charities and the new

Millennium Fund. The Arts Council of England is the distribution agency for the arts, crafts and film (with the Scottish Arts Council, and the Arts Councils of Wales and Northern Ireland fulfilling the same function in their respective countries).

A new Millennium Commission has been set up to distribute the share for the Millennium Fund, dedicated to projects which will commemorate the start of the 21st Century.

The Department will also preside over the renewal of the BBC's Charter in 1996.

3 The Arts Council of England

14 Great Peter Street, London SW1P 3NQ
 Tel: 0171-333 0100

Introduction

The Arts Council of England (ACE) is established by Parliament incorporated by Royal Charter and funded by the Government to foster the practice, understanding and enjoyment of the arts in England. Its objects are:

- to develop and improve the knowledge, understanding and practice of the arts
- to increase the accessibility of the arts to the public
- to advise and co-operate with departments of government, local authorities and other bodies on any matters concerned, whether directly or indirectly, with the foregoing objects

The Arts Council is an independent organisation, not a branch of the Civil Service, and is a registered charity. An annual grant from the government's Department of National Heritage enables the Council to carry out its work. The Arts Council is accountable to parliament for the spending of this money through the Secretary of State for National Heritage.

Annual allocations for the English Regional Arts Boards are made by ACE from its own total grant.

The Arts Council funds the four national companies – the Royal Shakespeare Company, the Royal National Theatre, the Royal Opera House, and English National Opera – and the South Bank Centre, London. It also funds organisations which principally tour and some other organisations “whose comparators are so few and far between that they can only be properly assessed at national level” (to quote Heritage Secretary, Peter Brooke in his announcement to parliament on delegation, 11 December 1992). The Arts Council plays a central role in managing, and providing a framework for, the arts funding system in England and works closely with the other national arts Councils, in particular the Scottish Arts Council and the Arts Council of Wales.

NB: Until April 1994 the Scottish Arts Council and Welsh Arts Council were committees of the former Arts Council of Great Britain. In 1994 they became autonomous and are now funded directly by the Scottish Office and the Welsh Office respectively. The Arts Council of Great Britain has become the Arts Council of England. The Welsh Arts Council has been renamed the Arts Council of Wales. The Scottish Arts Council will continue to be known by that name.

The Arts Council of Northern Ireland is already funded separately (by the Northern Ireland Office) and is responsible for the arts in Northern Ireland.

Areas of Benefit

The Arts Council is primarily concerned with the professional arts, which are supported chiefly under these heads:

- visual arts (including photography and architecture)
- dance
- drama and mime
- film, video, broadcasting
- literature
- music
- touring

Most of the Council's funds go as subsidies to self-governing organisations. Currently about two thirds of the Council's money is spent outside London either directly, or through the Regional Arts Boards.

How it Operates

The Council is served by an Advisory Panel for each of its specialist art-form departments. Panels are expected to advise the Council on its overall policy in their several fields, and also to advise on the broad allocation of grants in those fields.

From time to time the Council operates a number of other specific schemes or funds including, for example:

- **International Initiatives Fund**, designed to offer financial support to one-off international arts events in Britain which the Council judges to be of exceptional artistic significance.
- **New Collaborations Fund**, was established to encourage new forms of collaboration between artists working in different art forms in equal partnership, and to support the development of inter-disciplinary work. Grants are offered in the form of: (a) Research and Development Grants and (b) Project Production Grants.

Further information on both these funds is available from the Combined Arts Department.

- **Arts 2000**, was established to celebrate the UK's artistic achievements and to lay the foundations for cultural life in the new millennium. From 1992 onwards a city, town or region is selected to celebrate one art form or aspect of the arts. Under the scheme the Arts Council will provide a minimum of £250,000 with additional contributions expected from within the locality.

The following art forms have been matched with the following areas:

1992	Music	City of Birmingham
1993	Dance	East Midlands
1994	Drama	Manchester
1995	Literature and Writing	Swansea
1996	Visual Arts	Northern region
1997	Opera and Musical Theatre	Eastern region

At the time of writing partners are being sought for the following:

- 1998 Photography and the electronic image
- 1999 Architecture and design

The year 2000 has been designated the year of the artist.

- **Working for Cities Award**, is an award scheme run by the Arts Council and British Gas to encourage and reward arts projects which have made the most successful contribution to urban regeneration. It is an annual scheme with eight categories of award. Guidelines and application forms are available from:

Arts Council/British Gas "Working for Cities" Award
Awards Administration
2 Portland Road
Holland Park
London W11 4LA 0171-221 7883

- **The David Cohen British Literature Prize**. This prize of £30,000 is the biggest literary prize in the UK, and is awarded to a living British writer in recognition of a lifetime's achievement. The first winner of the award was V.S. Naipaul.

In addition the Arts Council will provide an extra sum of £10,000 to enable the winner to commission new work which will encourage young writers and readers. The prize will be awarded every two years and has been made possible by the David Cohen Family Charitable Trust.

The Arts Council administers the prize in partnership with Coutts & Co. Details of other awards and prizes for the arts can be obtained from the Arts Council.

How to Apply

Organisations seeking Council support should be established as non-profit bodies and preferably be registered as charities.

For most areas of financial support there are standard application forms which may be obtained from the Council. Organisations with a primary local or regional focus should normally apply for support to their Regional Arts Board, or to local authorities. First-time applicants are advised to consult their local RAB before approaching the Arts Council.

Further Information

The Arts Council publishes an Annual Report and a "Guide to Awards and Schemes". Both are available free of charge from the Arts Council Library, and should be studied in advance of making application. In addition, officers of each department are happy to discuss proposed projects with applicants, and offer advice.

Detailed information relating to Scotland and Wales is obtainable direct from the Scottish Arts Council and the Arts Council of Wales.

Scottish Arts Council
12 Manor Place
Edinburgh EH3 7DD 0131-226 6051

From July 1993 the Scottish Arts Council will also be funding the Crafts in Scotland.

Arts Council of Wales
Holst House
Museum Place
Cardiff CF1 3NX (01222) 394711

Factsheet number 7 gives details of the Regional Arts Boards.

The Arts Council of Northern Ireland is responsible for developing and funding the Arts in Northern Ireland:

Arts Council of Northern Ireland
181a Stranmillis Road
Belfast BT9 5DU (01232) 381591

4 British Film Institute (BFI)

21 Stephen Street, London W1P 1PL
Tel: 0171-255 1444

Introduction

The BFI has a general responsibility for the development and support of film, television and video throughout the UK. Like the Arts Council, the BFI is independent from Government whilst receiving an annual grant-in-aid from the Department of National Heritage.

Areas of Benefit

In its funding and development role, which represents 10 per cent of its total budget, the BFI aims to improve public enjoyment and understanding of film and TV by supporting those people and organisations committed to those same aims. It also has functions of direct provision concerned with the whole range of film and video culture and directly runs the National Film Archive, the Museum of the Moving Image and the National Film Theatre.

How it Operates

The financial support provided by BFI divisions is in three main areas:

- the largest budget, administered by BFI Planning division, provides support to the Regional Arts Boards and the Arts Council of Wales who in turn support a wide range of activity in film, video and TV. The BFI has established a London Film and Video Development Agency (LFVDA) to handle film and video funding and development in London and it does not therefore fund the London Arts Board.

LFVDA

25 Gosfield Street
London W1P 7HB

0171-637 3577

- the direct grants budget, administered by BFI Exhibitions and Distribution division, provides support to a number of cinemas and media centres for their work in film screening in an arts educational context. This division also administers a Regional Exhibitions Project fund intended for programme and publicity enhancement.
- the Development Budget is a small capital fund for the whole range of film, TV and video work, giving priority for exhibition.

The BFI Production unit operates a Production Projects fund offering small development, completion and capital grants to film and tapemakers.

How to apply

In the majority of cases discussion with RAB officers is advisable before making formal approaches to the BFI.

Further Information

The BFI publishes a comprehensive annual Film and Television Handbook providing further details on the work of the Institute as well as basic information on the sector as a whole.

British Screen
14-17 Wells Mews
London W1P 3FL
0171-323 9080

Similar in function to the National Film Development Fund (NFDF) which no longer operates as a source of funds. Gives Screenplay Loans, development loans, preparation loans. Does not fund the development of television films.

Scottish Film Council
74 Victoria Crescent Road
Glasgow G12 9JN
0141-334 4445

Scottish Film Production Fund and Scottish Film Training Trust
c/o Scottish Film Council

Northern Ireland Film Council
7 Lower Crescent
Belfast BT7 1NR
(01232) 232444

5 Crafts Council

44A Pentonville Road, London N1 9BY
Tel: 0171-278 7700

Introduction

The Crafts Council is the national organisation for promoting contemporary craft. It was established as the Crafts Advisory Committee in 1971 and received its Royal Charter in 1982. Its aims are to promote the creation and appreciation of crafts in England, Scotland and Wales. A high priority is put on innovatory work, and the Council does not cover conservation crafts. It is a registered charity which receives an annual grant from the Department of National Heritage.

Areas of Benefit

The Council offers financial support by means of grants to individuals and organisations, or block grants to Regional Arts Boards, the Scottish Arts Council and the Arts Council of Wales.

How it Operates

The grant schemes of particular relevance to this guide are:

- Setting up grants
- Projects and Exhibitions grants.

Setting up grants

Under this scheme the Council offers financial assistance to selected crafts people who are within a year of setting up their first workshop. Their work must consistently show appropriate craft skills and originality of design. Whilst the grants are available to craftspeople without formal training, students may only apply on completion of their studies: graduates cannot apply until the September following their graduation.

Setting up grants are in two parts:

The first is a maintenance grant of £2,500 for one year. This is intended to assist with the costs of running the business and general subsistence. It is paid quarterly.

The second part is an equipment grant, usually for 50% of the total cost of equipment required for the actual making of the work, but costs of

installation and ventilation are admissible. Total maximum equipment grant is £5,000 (ie 50% of £10,000 costs).

Projects and Exhibitions grants

These are available for projects and exhibitions which are of national significance and which meet the Council's current criteria. Since the Council already funds regional activities through the RABs, the Scottish Arts Council and the Arts Council of Wales, activities which are of relevance to only one area should approach the regional body for support. The minimum that can be applied for is £1,000.

How to Apply

Detailed criteria exist for each scheme and potential applicants can obtain further advice from the Grants Officer. Applications should be made on the specific Application Form, and be accompanied by slides or photographs where appropriate.

Further Information

In addition to the above funding schemes, the Council provides a number of direct services of its own. It runs the national centre for crafts, at its headquarters in London, which houses the Crafts Council Gallery. This also houses a gallery shop (books and objects), an extensive picture library, a reference library, the index of selected makers and the national register of makers, all of which are open to the public.

The Council also organises sales events such as the Chelsea Crafts Fair, publishes *Crafts* magazine, and has a collection for loan to public organisations. Its education section advises government and supports activities in schools, colleges and adult education.

6 Museums and Galleries Commission (MGC)

16 Queen Anne's Gate, London SW1 9AA
Tel: 0171-233 4200

Introduction

The Museums and Galleries Commission (MGC) was founded in 1931 as an advisory body to promote and safeguard the interests of museums and galleries throughout the United Kingdom. Since 1982 it has taken on a range of new executive functions. The Commission is a registered charity, and in 1987 was incorporated under Royal Charter. It is funded by the Department of National Heritage, and has a current annual budget of £9 million, of which 81% is distributed in grant form. The Commission also receives grants from other public bodies and trusts and foundations – usually directed towards specific purposes.

Areas of Benefit

The MGC provides regular funding to the seven Area Museum Councils in England (those in Scotland, Wales and Northern Ireland are funded by the Scottish, Welsh and Northern Ireland Offices). AMCs have a key role as regional centres of expertise and funding for museums. They provide advisory and conservation services, regional travelling exhibitions and local grant schemes.

The MGC administers the Government Indemnity Scheme and Acceptance in Lieu Scheme. Following abolition of the Metropolitan Counties the MGC assumed responsibility for funding of the Tyne and Wear Museums Service.

In recent years the MGC has also given grants for senior management training and for museum marketing projects; it also supports certain research and publication projects of a national character. The MGC advises on security and environmental standards in museums, and has set up the Conservation Unit, a national registration scheme for museums.

In addition to the above, the MGC operates a number of grant funds including:

- The Capital Grants Scheme
- Purchase Grant Fund for the Regions
- PRISM Fund (Preservation of Industrial and Scientific Material)

How it Operates

Capital Grants Scheme

The scheme is designed to help English non-national museums meet the costs of construction work required to create additional or improved accommodation for museum collections and/or related conservation facilities. The scheme is run in close association with the English Area Museum Councils (AMCs). Applicants should discuss their requirements with their AMC or the MGC's Grant Officer in the first instance.

Applicants should demonstrate that, where practicable, the needs of disabled people, both as visitors and employees, have been taken into account in the design of new buildings, or the alterations of existing premises – in particular in those areas of the building to which the general public will have access.

The normal range for grants is between £5,000 and £50,000. Maximum grant payable is normally 50% of the eligible cost, which must amount to £10,000 or more.

How to Apply

Application forms and current deadline dates etc. can be obtained from either the local AMC or from the grants officer at the MGC. Both organisations encourage applicants to discuss their projects before submitting an application. Completed application forms should be returned in the first instance to the local AMC.

MGC/Victoria and Albert Museum Purchase Grant Fund

The fund contributes towards the purchase of museum objects relating to the arts, literature and history. It is administered by the Victoria and Albert Museum on behalf of the MGC.

Non-national museums and galleries, record offices and specialist libraries in England and Wales are eligible to apply. They must maintain a permanent collection for the benefit of the public, housed in suitable conditions and be staffed by suitably qualified personnel. Museums and galleries should be registered with the MGC.

The maximum grant that can be awarded is 50% of the purchase price, subject to funds being available. In order to qualify for a full 50% grant, at least 25% of the cost must be found from locally raised sources and the remaining 25% can be sought from other nationally administered grant-aiding bodies.

How to Apply

All applications must be made on application Form A, obtainable from the Purchase Grant Fund Office. Eligibility of new applicants will be established at this stage.

Purchase Grant Fund Office
Victoria and Albert Museum
London SW7 2RL 0171-835 1766

Preservation of Industrial and Scientific Material (PRISM) Grant Fund

The Fund was established in 1973 to further the preservation, in the public domain, of items or collections important for the history and development of science and technology in all their aspects. It is administered on behalf of the MGC by the Science Museum.

Grants are available from the Fund towards the costs of acquisition and conservation of such material. It extends to England and Wales, and is open to MGC Registered museums.

At the Fund Manager's discretion, applications may also be accepted from charitable organisations engaged in the preservation of scientific, technological and industrial artefacts or monuments, although they may not be eligible for registration.

How to Apply

Application forms and further details are available from:

The Manager
PRISM Grant Fund
The Science Museum
London SW7 2DD Tel: 0171-938 8005 Fax: 0171-938 9736

Further Information

The Handbook of Grants, compiled by Graeme Farnell and published by the Museum Development Company, Premier Suites, Exchange House, 494 Midsummer Boulevard, Central Milton Keynes, MK9 2EA.

English Area Museum Councils

East Midlands Museums Service
Courtyard Buildings
Wollaton Park, Nottingham NG8 2AE 0115-228 8749

North of England Museums Service
House of Recovery
Bath Lane, Newcastle upon Tyne NE4 5SQ 0191-222 1661

North West Museums Service
Griffin Lodge
Griffin Park
Cavendish Place, Blackburn BB2 2PN (01254) 670221

Area Museums Service for South Eastern England
Feroners House
Barbican, London EC2Y 8AA 0171-600 0219

Area Museum Council for the South West
Hestercombe House
Cheddon Fitzpaine, Taunton TA2 8LQ (01823) 259696

West Midlands Area Museum Service
Hanbury Road
Stoke Park, Bromsgrove B60 4AD (01527) 872258

Yorkshire and Humberside Museums Council
Farnley Hall
Hall Lane, Leeds LS12 5HA 0113-263 8909

The Committee of Area Museum Councils (CAMC) (c/o Crispin Paine, 141 Cheltenham Road, Cirencester GL7 2JF, Tel: (01285) 640428) provides the Area Museums Councils with services and information, offering a focal point for the sharing of experiences and good practice.

Scottish Museums Council

20/22 Torpichen Street
Edinburgh EH3 8JB 0131-229 7465

Applications should be discussed at an early stage. Details of criteria for grants are available from the Administrative Office.

7 Regional Arts Boards (RABs)

Introduction

Regional Arts Boards are concerned with all the arts. They are autonomous, receiving the majority of their funding from the Arts Council of England, as well as funding from local authorities, the British Film Institute and Crafts Council. They work in partnership with all these agencies to fund and develop the arts in the English regions.

Under new arrangements ten Regional Arts Boards replaced the Regional Arts Associations from October 1991. Changes which took effect included Merseyside Arts merging with North West Arts, Yorkshire Arts taking over responsibility for Humberside, Eastern Arts taking over responsibility for Lincolnshire, Buckinghamshire joining Southern Arts and West Sussex moving from Southern to South East Arts.

From 1st April 1994 the RABs assumed additional areas of responsibility delegated from the Arts Council.

English Regional Arts Boards (ERAB) (5 City Road, Winchester, Hampshire SO23 8SD, Tel: (01962) 851063) provides the RABs with services and information, offering a focal point for the sharing of experiences and good practice.

Areas of Benefit

RABs provide funding, information, publicity, planning and guidance to arts organisations as well as grant-aiding arts projects. RABs also have schemes to assist individual artists, composers, writers and others.

How to Apply

The Regional Arts Boards have their own structures and decision making procedures and establish their own policies and priorities within the overall framework of the national arts and media funding system. Most RABs publish information about how to obtain assistance and apply for financial support. Published annual reports also provide a useful picture of the pattern of activities and support provided.

All such information is available from the individual RABs as listed overleaf.

Eastern Arts
Cherry Hinton Hall
Cherry Hinton Rd
Cambridge CB1 4DW

Bedfordshire, Cambridgeshire, Essex,
Hertfordshire, Lincolnshire, Norfolk,
Suffolk
(01223) 215355 Fax: (01223) 248075

East Midlands Arts
Mountfields House
Epinal Way
Loughborough LE11 0QE

Derbyshire (excl High Peak),
Leicestershire, Northamptonshire,
Nottinghamshire
(01509) 218292 Fax: (01509) 262214

London Arts Board
Elme House
133 Long Acre
London WC2E 9AF

Greater London (32 Boroughs and
City of London)
0171-240 1313 Fax: 0171-240 4580
Helpline: 0171-240 4578

Northern Arts
9-10 Osborne Terrace
Jesmond
Newcastle upon Tyne NE2 1NZ

Cleveland, Cumbria, Durham,
Northumberland, Tyne and Wear
0191-281 6334 Fax: 0191-281 3276

North West Arts
12 Harter St
Manchester M1 6HY

Cheshire, Greater Manchester,
Lancashire, Merseyside, High Peak District
0161-228 3062 Fax: 0161-236 5361

Southern Arts
13 St Clement Street
Winchester SO23 9DQ

Berkshire, Hampshire, Buckinghamshire,
Isle of Wight, Oxfordshire, Wiltshire,
Bournemouth, Christchurch, Poole
(01962) 855099 Fax: (01962) 861186

South East Arts
10 Mount Ephraim
Tunbridge Wells TN4 8AS

Kent, Surrey, East Sussex,
West Sussex
(01892) 515210 Fax: (01892) 549383

South West Arts
Bradninch Place
Gandy Street
Exeter EX4 3LS

Avon, Cornwall, Devon, Dorset
(excluding Bournemouth, Christchurch
and Poole), Gloucestershire, Somerset,
(01392) 218188 Fax: (01392) 413554

West Midlands Arts
82 Granville Street
Birmingham
B1 2LH

Hereford and Worcester, Shropshire,
Staffordshire, Warwickshire,
West Midlands
0121-631 3121 Fax: 0121-643 7239

Yorkshire and
Humberside Arts
21 Bond Street

Humberside, North Yorkshire,
South Yorkshire, West Yorkshire
(01924) 455555 Fax: (01924)
466522

Dewsbury WF13 1AX

8 Association for Business Sponsorship of the Arts (ABSA)

ABSA		
Nutmeg House		
60 Gainsford Street		
London SE1 2NY		0171-378 8143
ABSA North		
Dean Clough		
Halifax HX3 5AX		01422-344555
ABSA Northern Ireland		
181a Stranmillis Road		
Belfast BT9 5DU		01232-664736
ABSA Scotland		
Room 613		
West Port House		
102 West Port		
Edinburgh EH3 9HS		0131-228 4262
ABSA Wales		
9 Museum Place	9 Stryd yr Amgueddfa	
Cardiff CF1 3NX	Caerdydd CF1 3NX	01222-221382

Introduction

ABSA was formed in 1976 by the business community to promote the concept and practice of arts sponsorship, and to represent the interests of sponsors and business supporters of the arts in the United Kingdom.

The organisation advises business on any aspect of a sponsorship programme as well as offering them a variety of services and benefits as members. It also advises the arts community on how to secure sponsorship.

On behalf of the Secretary of State, Department of National Heritage, ABSA administers the National Heritage Pairing Scheme (formally the Business Sponsorship Incentive Scheme), a government scheme which offers matching funds for new sponsorship money (see below). It also runs Business in the Arts, which encourages business men and women to share their management skills with the arts through training, advice and placements.

Areas of Benefit

ABSA does not find a sponsor for an arts organisation, but can help arts organisations to help themselves by means of the above schemes, and also by means of various publications (eg Step by Step Guide – the ABSA/W.H.Smith Sponsorship Manual available from ABSA Offices), and, in certain circumstances, by providing specific advice on sponsorship in general or a specific sponsorship project. ABSA also organises, usually in conjunction with another agency, seminars and workshops offering training and advice on seeking sponsorship.

Arts organisations that are charities, public bodies, or non-profit distributing companies may join the ABSA Arts Mailing List, which will automatically entitle the organisation to receive copies of all press releases and new publications as they are printed. There is an annual subscription which varies according to the subscriber's status.

How it Operates

The National Heritage Pairing Scheme (formerly Business Sponsorship Incentive Scheme - BSIS)

BSIS was the first sponsorship incentive scheme for the arts to be launched by the government. Since its inception in October 1984 it has been administered on behalf of the Department of National Heritage by ABSA. BSIS was intended as an incentive to business either to sponsor the arts for the first time or to increase their commitment to the arts. In February 1995 BSIS was relaunched as the National Heritage Pairing Scheme. This works in the same way as BSIS, but the DNH have increased their contribution to the scheme from £4.8m to £5.5m.

The National Heritage Pairing Scheme works as follows: when a business sponsors the arts for the first time the Scheme may match the amount of sponsorship £1 for £1 with government money. Minimum sponsorship is £1,000; maximum is £35,000.

For those businesses that have sponsored before, the scheme can match any increase in sponsorship. Sponsors can be matched £1 to £2 for their second sponsorship and £1 to £4 thereafter.

Arts organisations may receive up to four awards per financial year (April to March), which, when added together cannot exceed £50,000. The scheme's budget is divided into six bi-monthly budgets with applications processed on a first come first served basis according to the date on which they are received.

An ABSA Programme Director or the National Heritage Pairing Scheme Administrator will discuss each application by telephone, or in person, with both

the business sponsor and the arts organisation before submitting the application to the NHPS Committee.

Full rules are available from the local ABSA Office, and should be obtained before proceeding with any application. The rules include definitions of eligible activities and recipient organisations, an explanation of the eligibility of sponsors and sponsorship, together with the criteria for assessing applications.

The way of using the NHPS money to improve the sponsorship, should the application be successful, must have been agreed by both parties.

How to Apply

Applications must be made on the official forms obtainable from ABSA offices. All applications must be submitted at least eight weeks in advance of the start of the sponsored event.

Business in the Arts

The aim of this scheme is to encourage business people to offer their skills and experience to help those who work in the arts to develop their managerial capabilities.

The scheme is business led, and was originally set up in conjunction with IBM. It now has support from twelve other companies nationally. It has been operating in London since 1989 and there is a growing network of affiliated regional offices currently numbering eight.

Areas of Benefit

Business in the Arts has so far concentrated on two main strands of operation:

Business Skills Placement Scheme

The scheme is designed to attract Business executives with a wide variety of skills who are recruited and trained to work with arts organisations as voluntary management advisers usually involving a few hours a week spread out over a period of several months. The few hours per week can be either in the executive's leisure time or in work hours when their employers are prepared to release them.

The Arts Management Training Initiative

The aim of the scheme is to open up top-level business training to arts managers. One way has been to encourage businesses that run their own in-house training to offer occasional free or subsidised places on appropriate courses to arts managers. The main focus, however, has been

on offering bursaries to attend courses at top business management centres. The bursary covers 75% of the cost with the arts organisation finding the remaining quarter.

How to Apply

Business in the Arts is based at ABSA's head office in London and will provide details of how to apply.

9 The British Council

10 Spring Gardens, London SW1A 2BN
 Tel: 0171-930 8466

Introduction

The British Council is an independent, non-political organisation. Its work is designed to create an understanding and appreciation of Britain's achievements, and its potential as an international partner, by providing access to British culture, experience and expertise.

It has five main activities:

- helping people to study, train or make professional contacts in Britain; and enabling British specialists to teach, advise or establish joint projects abroad
- teaching English and promoting its use
- providing library and information services
- promoting British education, science and technology
- making British arts and literature more widely known

The British Council is represented in 187 towns and cities in 98 countries, and employs over 6,500 people. Over half of these are nationals of the countries in which the Council works.

The Council's 1992/93 turnover of £408 million is made up of:

- British Council programmes (53% of expenditure) which are run in accordance with the policies of its Board and are funded by government grants (£121 million) and by income from the provision of its services (£97 million)
- British government and other programmes, principally in education and training, which are managed by the Council on behalf of the Overseas Development Administration (£127 million), the Foreign and Commonwealth Office (£27 million) and other clients (£36 million).

Areas of Benefit

In 1991/92 the Council spent some £20 million in direct support of the promotion of British arts overseas, excluding scholarships, specialist courses and short-term professional visits. The following give an indication of the range of the Council's work:

- support of British composers and musicians at major international festivals of jazz, traditional, early and contemporary music
- the multi-city, multi-ensemble series in Germany "Music from Great Britain"
- educational projects such as the London Sinfonietta in Finland
- Opera North's *Billy Budd* in Rotterdam
- Adzido, Pan-African Ensemble, performed at the Panafest in Ghana
- an exhibition of seven leading young British sculptors at the National Gallery of Modern Art in Oslo
- *Colours of the Earth*, a selection of contemporary British ceramics, toured India and Malaysia
- a British Cultural Week in Valencia featuring exhibitions by Richard Hamilton and Paula Rego, and performances of the Royal National Theatre's *Tartuffe*
- performances in Latin America by Cheek by Jowl and by the Siobhan Davies contemporary dance company
- the mime artists David Glass gave performances and workshops in Indonesia, Malaysia and the Philippines
- an exhibition of travel writing, *Writers Abroad*, launched at the 1992 Thomas Cook Travel Writing Awards and now on display around the world

How to Apply

Full details of the grants available to companies, performers and artists can be obtained from the relevant departments of the Council:

Drama and Dance, (0171-389 3097); Literature, (0171-389 4069);
Music, (0171-389 3080); Films, Television and Video, (0171-389 3065);
Visual Arts, (0171-389 3051); Arts Projects Unit, (0171-389 3195).

10 Visiting Arts

Visiting Arts Office of Great Britain
and Northern Ireland
11 Portland Place, London W1N 4EJ
Tel: 0171-389 3019

Introduction

Visiting Arts promotes cultural relations by facilitating the presentation of the arts of other countries in the United Kingdom.

Visiting Arts is funded by the Foreign and Commonwealth Office, the British Council, the Arts Council of England, the Arts Councils of Scotland, Wales and Northern Ireland, and the Crafts Council. It is administered by the British Council on behalf of the Visiting Arts Board of Management.

Areas of Benefit

Visiting Arts endeavours to encourage the best international arts to tour successfully, and at the same time enable Britain to meet its obligations to reciprocate the welcome given to our arts abroad.

Country Project Awards are available to British promoters and presenting venues proposing projects involving direct collaboration with artists and arts organisations in the foreign country concerned which will lead to the public presentation of their work in the UK through exhibition or performance. Grants can be made to start up and develop projects and can be made for research and development, including overseas travel, and for visual arts residencies in the UK (providing that these lead to public presentation of the end product).

Enquiries about Awards should be made early, in writing, specifying the country, the nature of the event and the estimated budget for the project planned.

Examples of Awards made in 1989/90:

Museum of Modern Art, Oxford: for Devetzil – Czech avant-garde of the 1920s and 30s: £5,000

Sadlers Wells Theatre: for Gyor Ballet from Hungary: £20,000

Yorkshire Sculpture Park: for travel to Zimbabwe: £950

Centre Ocean Stream: for Kathakali tour from India: £2,050

Almeida Festival: for New Soviet Music Series: £3,000

11 Local Government

Introduction

Local Government is now the biggest single provider of support and funding for the arts. Most arts organisations will have a relationship with their local authority or local authorities, usually with the arts section, libraries and museums, recreation or leisure departments and committees. In some cases grant-aid will be centralised under a grants unit or voluntary sector support unit. All authorities operate differently, have their own systems and structures, policies, and grant-aid criteria, ways of working and special schemes. It is beyond the scope of this factsheet to discuss these, but some of the less obvious approaches available to arts bodies in their relations with local government will be highlighted.

Some different approaches

County Councils, District or Borough Councils and Parish or Town Councils all have powers to assist the arts. In some parts of the country there are clear lines of responsibility between the different tiers of local authorities whilst in other places the system is completely open to the creative approach of arts organisations.

One department of most Councils will have clear and primary responsibility for the support and funding of the arts; this is most normally Leisure or Libraries and Museums and sometimes Education or Chief Executive (Town Clerk). However, there are a number of other areas of a local authority's operation which may have a potential for a relationship, funding and/or support for arts organisations and these might include:

Tourism recognising the role of arts organisations in extending the tourism season, and attracting more visitors to stay longer in the locality;

Economic Development – linked to general image of the areas, employment creation, help with contacting local businesses;

Planning/Architects – funds for environmental improvements, Percent For Art. Potential of Community Benefit/Planning Gain.

Town Twinning – funds/support for cultural exchange or creation of work related to the twin town/s.

Housing – environmental improvements, work on estates or with community centres.

Libraries/Museums – information sources, use of buildings, work commissioned for these services, “extension activities ” by events in libraries.

Recreation/Leisure – access to sports or leisure centres, parks, commissioning of events for summer activities in parks and playschemes.

Finance/Treasurer – help with financial advice, audit, loans etc.

Transport – access to vans and specialist vehicles.

Education – still an important source of support, funds and work although increasingly the contact will need to be at school or institute level.

Social Services – support for work with their client groups, commissioning of special work for centres, information in contacting special needs.

Specialist units such as race and women.

It is important to find out who is responsible for arts provision in the local authority and to cultivate and develop good relations. Local authority departments are listed in the Municipal Yearbook (Municipal Journal Ltd., 32 Vauxhall Bridge Road, London SW1V 2JJ). The Arts Council Library can also help provide details of arts and other local authority contacts.

Some Specific Approaches to Support for the arts

- In a number of areas local authorities act as agents for Central Government, especially in respect of specific earmarked schemes. The local authority will in some areas directly administer funds from Central Government departments and in others will be the route through which projects will have to go to obtain government departmental support. Examples include:
- Home Office Section 11 funding (to pay costs of staff working with Commonwealth immigrants)
-
- City Challenge Grants
- Local lotteries are still operated successfully by some local authorities and in these areas arts organisations could consider bids to this source. Some lotteries will have fairly specific terms of reference whilst others may be for the general benefit of an area and its people.
- Local authorities are in some cases the administrative body for local trusts and foundations. In most cases the resources are small, but there are notable

exceptions, especially where the trust still gains income from historically owned property and land.

These trusts, often old and established, have fairly general terms of reference – general relief of the poor, providing educational opportunities or for the general benefit of a particular parish or old Borough, Town, City etc. The Chief Executive's Office is most likely to be the responsible department in a local authority, but it might also be a County or Borough Secretary or the Mayor's Office.

- Although County, District and Borough Councils are the major sources of support it should be noted that in some cases Parish and Town Councils may also have adopted programmes to support the arts in their area or may have general funds available to support local events, festivals, village activities etc. The majority will have very small budgets, but there are some historically rich Town and Parish Councils and some local research may be rewarding. All Parish and Town Councils will have a Clerk to the Council (or equivalent) and lists of these are usually available from the District Council, County Council or Library Service.

12 Trusts and private funding

Introduction

Charitable trusts and foundations as well as business and industry offer significant opportunities to artists and arts groups seeking funding and support. It is beyond the scope of this factsheet to deal with this large area in detail. Instead, the focus is limited to providing some general indications of the factors to be considered or researched. The key reference resource, which is available in main public reference libraries is:

The Directory of grant making trusts (published annually by the Charities Aid Foundation, Foundation House, Coach and Horses Passage, The Pantiles, Tunbridge Wells, Kent TN2 5TZ).

Advice on approaching trusts and foundations, with full details of over 400 grant giving organisations, is contained in:

The Guide to the major trusts (published by the Directory of Social Change, 169 Queen's Crescent, London NW5 4DS)

Advice on business and industry, with information on the charitable donations of 1,435 companies, is contained in:

The Guide to company giving (published by the Directory of Social Change, address as above).

Further useful resources are listed in the Arts Council Library bibliographies:

Fund-raising and funding sources

Sponsorship of the arts

For a free copy send an A4 stamped addressed envelope with your order to: The Arts Council Library, 14 Great Peter Street, London SW1P 3NQ.

Trusts

There are many thousands of trusts and foundations operating within Great Britain. In general terms it is possible to categorise trusts and foundations as follows:

- a those with very broad terms of reference which will usually indicate a rolling programme of priorities
- b those serving a specialist field, for example medical research, disabled people, those under 25 years of age, or, in a very few cases, the arts
- c those serving a defined geographic area, which can sometimes be, for example, the north of England or, more often, a specific town or even a specific parish

Sometimes, these categories overlap so that terms of reference may, for example, specify disadvantaged students in a particular town.

Business and Industry

There are a large number of business and industries that provide support, sponsorship or donations to arts bodies. As well as direct giving by companies, note should be taken of the increasing number of trusts and special schemes established by individual companies. The Directory of Social Change's **Guide to company giving** (see above) is a useful source of information on these.

The ways in which business, industry and the private sector can help the voluntary sector include:

- **Donations** including single, one-off donations of funds, deeds of covenant, payment via a half-way house, via Charities Aid Foundation, by establishing an endowed trust (ie a sum to be invested to the benefit of a charity), and via Payroll Giving.
- **Gifts in Kind** can be a significant area of support by which companies provide equipment, furniture, free services, cheap premiums etc. This can include their own products and services or resources no longer required by the organisation.
- **Sponsorship** involving financial contributions to voluntary bodies which are designed to further the providers' own trade or business, most typically regarded as a marketing tool.
- **Advertising** is widely available from companies buying paid advertisements in programmes, annual reports or other publications.
- **Secondment of staff** is increasingly encouraged whereby company staff are placed (full-time or part-time) to work with a voluntary body with the salary and associated costs still covered by the company.