

## Partnership statement

### **Supporting and creating economic growth through Culture and the Visitor Economy**

The cultural sector – museums, art galleries, theatres and festivals - are a crucial part of England's visitor economy. Arts Council England and VisitEngland recognise the need for clear direction to deliver sector growth and improvement. Both have developed strategic frameworks that set out priorities over the next 10 years to be delivered through a collaborative approach: *Achieving great art for everyone* for Arts Council England and *The Strategic Framework for Tourism in England 2010 – 2020* for VisitEngland.

There are strong synergies between these frameworks, and the partnership between Arts Council England and VisitEngland will realise these:

- Arts Council England want more people to experience the arts and museums – VisitEngland want more people to visit and experience what England has to offer
- Arts Council England want artistic excellence to thrive and to be sustainable and VisitEngland want quality visitor experiences
- both organisations recognise the need for effective leadership, sustainable solutions, innovation and the need for a skilled workforce
- build upon the opportunity created by the 2012 Olympic and Paralympic Games to secure a lasting legacy for the sectors

In addition both sectors are facing similar funding challenges. With reductions in public sector funding at all levels there is a need to identify opportunities to achieve increased private sector support to ensure greater economic viability of events, venues and attractions. The delivery and support landscape has changed significantly with the dismantling of regional structures. This has presented challenges for both sectors where long established regional relationships and contacts are no longer in place. It creates the need and opportunity for greater partnership working and collaboration at national and local level, with the national organisations leading the way through this partnership agreement.

Arts Council England and VisitEngland recognise that through partnership working and alignment of their activities at local and national level greater benefits can be realised for the economy, as well as increasing the effectiveness and impact of their funded activity.

This Partnership statement outlines the priority areas that we will work together on over the next three years. These are the areas that we believe will have the biggest impact on economic growth. Delivery against these priorities will be reviewed after three years and future priorities for the partnership will be established.

### **Arts Council England**

Arts Council England champions, develops and invests in artistic and cultural experiences that enrich people's lives. It supports a range of activities across the arts, museums and libraries: from theatre to digital art, reading to dance, music to literature, and crafts to collections.

Great art and culture inspires people, brings people together and teaches people about themselves and the world around them.

Between 2011 and 2015 Arts Council England will invest £1.4 billion of public money from government and an estimated £0.85 billion from the National Lottery to help create these experiences for as many people as possible across the country.

[Achieving great art for everyone](#)

### **VisitEngland**

VisitEngland is the national tourist board for England, responsible for leading and driving forward the quality, competitiveness and sustainable growth of England Visitor Economy by providing strategic direction, intelligence and coordinated marketing for the sector.

Tourism presents a key opportunity for sustainable economic growth, contributing to employment and business creation and contributing to quality of life for the population.

The organisation is the custodian of the National Strategic Framework for Tourism 2010 – 2020 and is responsible for driving its implementation through partnership with stakeholders at the national and local levels.

[The Strategic Framework for Tourism 2010 - 2020](#)

**Priority 1: Build partnerships and collaborate at the national and local level**

We will facilitate partnership working and collaboration at the national and local level to support better understanding between the cultural and tourism sectors. Information at national and local levels will be shared between organisations and individuals, supporting cross-agency working at operational level.

We will do this by:

- collaborating on our research agendas and jointly analysing data on consumer behaviour and trends in our sectors and sharing this with our stakeholders
- encouraging destinations that have real potential to grow their economies through improving and realising the value of their cultural offer to exploit this opportunity (supported by Arts Council England funding programmes and VisitEngland promotional activity) and build capacity to act as leaders for joint working between the two sectors
- encouraging greater collaboration between organisations at the local level, increasing awareness of projects, events and programmes to aid planning to achieve greater economic impact. This will be achieved through:
  - developing content for the Destination Management online resource that reflects the opportunity of greater collaboration between the sectors and guidance on how to improve this at the local level
  - showcasing case studies where closer collaboration has achieved results so that local areas can learn from each other
  - building strong relationships between the national bodies, Arts Council England area offices and Destination Managers through, for example, the Destination Management Forum, national briefing sessions and regular written briefings

**Priority 2: Alignment of funding streams for increased impact**

The funding available over the next three years to facilitate growth and development in both sectors is limited. By seeking greater alignment of appropriate funding streams greater impact can be achieved.

We will do this by more closely aligning Arts Council England funding, including strategic lottery funds and VisitEngland investment in promotional activity, including Regional Growth Fund.

### ***Arts Council England strategic funds***

Arts Council England will seek to invest strategic funds from the national lottery into the sector between 2012 and 2015. The aim of this is to build capacity in the sector to contribute to growth in the visitor economy: building resilience and sustainability whilst creating opportunities for more people to experience great art and focusing on providing a quality experience, which can only be secured through a commitment to artistic excellence.

### ***Regional Growth Fund - Growing Tourism Locally***

This three year project 2012 – 2015 will deliver a series of destination-based and thematic promotional campaigns to encourage domestic tourism. There are opportunities to increase the cultural sectors profile and participation in this project through both encouraging greater dialogue and engagement at destination level and also through the Cultural Thematic Strand of the project, taking the strongest and most appealing cultural offers to the market. This will deliver growth for both sectors and will ensure the cultural sector is firmly established as a crucial part of the visitor economy.

### **Priority 3: Develop skills and leadership in the sectors**

Both organisations recognise that there is a need to develop leadership skills and facilitate professional development of people working in the sector. A Skills Action Plan has been developed as part of the Strategic Framework for Tourism in England and this presents opportunities for the two sectors to work more closely together on skills and leadership development.

We will do this by:

- exploring opportunities for welcome and customer service programmes to be promoted to, and utilised by the cultural and visitor economy sectors, sharing valuable learning between the two sectors
- identifying opportunities for the visitor economy to benefit from the Arts Council's Creative employment programme

### **Priority 4: Deliver a thriving and sustainable quality offer**

It is recognised that tourism practitioners have customer service, marketing and visitor experience knowledge and expertise that those working in the cultural sector

could utilise. This could be used to improve their product offering to visitors and generate greater income at venues and in destinations.

VisitEngland's Visitor Attractions Quality Accreditation Scheme (VAQAS) is already recognised as a key component of the Museum's Accreditation Scheme. We will explore the potential of extending the scheme to the rest of the cultural sector and ensure that the learning from the existing work with museums is shared for the wider benefit of the cultural and visitor economy sectors.

### **Priority 5: Maximise the legacy of 2012**

The London Olympics and Paralympics presented a major opportunity to showcase the UK to international markets and to encourage domestic tourism. We want to build on the success of 2012, maximising the tourism potential of sporting and leisure participative and spectator events and activities that secures a long lasting legacy for the country.

We will do this by:

- identifying those events that have real traction from the cultural Olympiad and that have long term sustainable growth potential, supporting them to grow
- identifying and disseminating key lessons and learning emerging from the Cultural Olympiad to inform the development of future events
- collaborating on major events where there is a cultural and visitor economy opportunity, such as the Cultural Olympiad and London 2012

### **This is a partnership agreed on 6 February 2013**

**between**      **Arts Council England**  
14 Great Peter Street  
London  
SW1P 3NQ

**and**            **VisitEngland**  
1 Palace Street  
London  
SW1E 5HX

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