



CAMPAIGN
FOR THE ARTS

Impact Report

2023-4



The Campaign for the Arts champions, defends and expands access to the arts, for and with the UK public.

We're a nationwide alliance spanning each and every one of the UK's 650 Parliamentary constituencies.

And we're an independent charity – staunchly non-partisan and free from commercial influence.

Since 2020 over 250,000 people have signed up in support of the Campaign for the Arts, including household names such as Grayson Perry, Meera Syal, Stephen Fry and Lauren Laverne.

This report covers the period from April 2023 to March 2024. It was a year of significant impact and growth for the Campaign for the Arts.

Our analysis achieved national prominence in the media and with political leaders, and the importance of our role in representing the 'citizens' voice' in UK arts and culture was widely recognised.

By researching and sharing information, connecting people to opportunities and expressing support locally and nationally, we are working to ensure the benefits of the arts and culture are valued and available to all.

– Jack Gamble

Director of the Campaign for the Arts



We championed the value of the arts to an audience of millions.

Our videos of a key UK Parliamentary debate on the 'contribution of the arts to society and the economy' were seen over two million times on social media. They showed how the arts can be valued across party lines and for a wide range of different reasons.

In closing the debate, the Arts, Heritage and Libraries Minister paid tribute to the Campaign for the Arts for keeping "all of us on our toes" at a time when arts funding and provision are at risk in many parts of the country.



2m+
views on social media



We protected and increased arts funding in Scotland.

The Scottish Government pledged to "more than double" arts investment over the next five years, and made a "gold-plated" commitment to reinstate £6.6m of funding for Creative Scotland, after more than 15,000 people signed the Campaign for the Arts' petition. Our social media posts informing the public about the issue were seen over a million times.

"The Government have clearly been feeling the heat on this, thanks to the work of the Campaign for the Arts."

- Neil Bibby MSP
Scottish Labour's Shadow Culture Secretary

We analysed and publicised changes in GCSE and A-level arts enrolment.

Our analysis of declining arts enrolment at GCSE and A-level received national media coverage and was cited by Sir Keir Starmer in a major speech on arts and cultural policy.

The Labour leader told BBC Front Row: “when you see that statistic – 47% drop in young people doing GCSE art and culture – that is going to strip out the next generation if we don’t turn it around”.



Starmer says arts subjects must not be ‘domain of privileged pupils’

The Opposition pointed to figures from the Campaign for the Arts showing a 47% fall in arts subjects being taken at **GCSE** between 2010 and 2023.



We shared our findings with the Chancellor of the Exchequer at an in-person event, and continued to engage with representatives of all parties to urge greater access to arts education.



We raised public awareness about key issues and policy changes.

Throughout the year, our projects and statements were featured on media outlets including the BBC, The Economist, The Times, The Observer, The Independent, Classic FM, Euronews, the Morning Star, STV News, The Scotsman, The Herald, The National, the Scottish Daily Express, The Stage and Arts Professional, and were shared on social media by public figures from across the political spectrum.

Our analysis of the major fiscal statements by the UK, Scottish and Welsh Governments helped to make funding and policy changes clear and accessible to our supporters and the public.

We acted to support local arts access and funding.

In July 2023, actress and writer Katherine Parkinson represented the Campaign for the Arts at the Local Government Association Annual Conference, the largest gathering of local government representatives in the country. She told councillors and council officers: “there is a direct link between the faith and actions of local councils and the quality of UK culture on the national and international stage”.



In January 2024 the Campaign for the Arts’ analysis of declining local government investment in culture, heritage and libraries received national media coverage in The Observer.

We shared information with our supporters in Birmingham and Nottingham about proposed reductions in local cultural funding, and facilitated around 900 engagements with the City Councils’ official consultation processes.

The Shadow Culture Secretary responded directly to concerns raised by the Campaign for the Arts, describing local authorities as “absolutely critical” for access to culture.



We advocated for the arts in public service media.

As a member of the Citizens’ Forum for Public Service Media, coordinated by the Voice of the Listener and Viewer, we represented the arts and our supporters in discussions about the future of the BBC and the UK’s wider Public Service Media ecology. We jointly hosted an event in the House of Lords, attended by peers from all parties and none, about the value of Public Service Media and the need to uphold and strengthen it in the Media Bill.

The Chancellor of the Exchequer engaged directly with a question from the Campaign for the Arts at a Resolution Foundation event in December 2023, saying: “I couldn’t agree with you more about public service broadcasting being central to what makes the UK attractive”.

We connected people to local arts opportunities.

We continued to offer, and make plans for the further development of, our Arts Map: an online platform enabling anyone to find cultural opportunities nearby, and to support organisations by attending, donating and/or leaving testimonials.

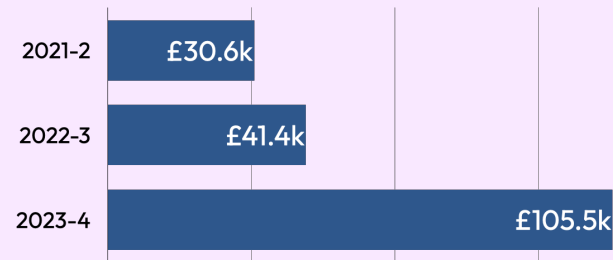
We engaged with industry and government leaders to represent our supporters and the public.

In March 2024 we were invited by the Department for Culture, Media and Sport (DCMS) to meet with the Arts, Heritage and Libraries Minister, in order to discuss the Campaign for the Arts’ concerns and priorities. We were also invited by the Labour Party to attend a special policy conference on the arts, culture and creative industries.

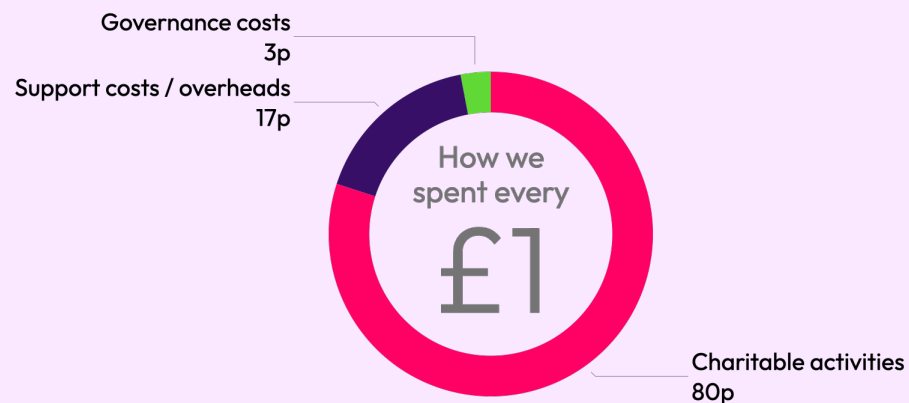
Throughout the year, we attended conferences, contributed to discussion forums and convened fortnightly meetings with cultural sector support organisations and umbrella bodies, to keep abreast of issues and to represent the interests of the arts and our supporters.

We increased our income by 155% compared to the prior year.

The Campaign for the Arts is powered by our supporters. Thanks to their generosity and commitment, the charity's income more than doubled, enabling us to do and achieve more.



80% of our income was spent on our charitable activities – championing, defending and expanding access to the arts for all.



With your support, we can do even more.

Everything we've achieved this year has been made possible by two members of staff, a committed group of volunteers and the steadfast backing of our supporters across the country.

By engaging and informing people, and by taking action together, we have made a tangible impact. Next year, let's do even more.

Whether in state schools, universities or local communities, access to the arts is increasingly at risk. It doesn't have to be this way.

If you share our belief that the arts make life better, and that everyone should have opportunities to experience and take part in them, there has never been a better time to support the Campaign for the Arts.

We're a registered charity with very small overheads but a very big reach.

Together, we can continue to make a difference – championing, defending and expanding access to the arts for all.

campaignforthearts.org

hello@campaignforthearts.org
0207 187 6707



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