Cultural policy – the changing goals

- Nation building – literature, folk, radio
- High art for art’s sake – opera, theatre, music, literature
- Protecting heritage
- Promoting individual or group expression, agency
- Community development
- Creative economy growth
- Technology frontiers
- Happiness, social cohesion, belonging
Cultural policy – the changing means

- Buildings – iconic & catalytic – from galleries to community centres
- Culture in schools, universities, art colleges
- Festivals, carnivals
- Clusters and districts
- Money – grants to equity, loans, crowd-funding
- Business models – hybrids, micropayments
- Skills – administration, entrepreneurship, digital
- Export/trade
- IP – law, promotion, new forms
- R&D – creative R&D programmes
- Measurement – cultural value, social value, economic value
- Data – mapping, visualisation, dynamics, consumer behaviour, targeting
RESEARCH
Quantitative research on the creative economy

Skills and Talent

Value of Culture

Geography of Creativity
Employment in creative occupations growing fast - inside *and* outside creative industries

- The UK creative economy employs 3.2m people
- More work in creative occupations outside the creative industries (1.2m) as inside (1.1m)
- Employment in both has grown much faster than workforce as a whole
Creative occupations concentrated in specific industries, but widely spread too.

182 industries that employ creative workers sorted by decreasing levels of creative occupations employment.
Skills most likely to be in greater demand up to 2030

1. Judgement and Decision Making
2. Fluency of Ideas
3. Active Learning
4. Systems Evaluation
5. Originality
6. Learning Strategies
7. Deductive Reasoning
8. Complex Problem Solving
Creativity is best predictor of an occupation’s chances of growing
# NEW OCCUPATIONS

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<thead>
<tr>
<th>NEW OCCUPATIONS</th>
<th>1ST</th>
<th>2ND</th>
<th>3RD</th>
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<tbody>
<tr>
<td>1</td>
<td>Fine Arts (K)</td>
<td>Originality (A)</td>
<td>Design (K)</td>
<td>Fluency of Ideas (A)</td>
<td>Visualization (K)</td>
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<td>2</td>
<td>Originality (A)</td>
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<td>Judgment and Decision-Making (S)</td>
<td>Active Learning (S)</td>
<td>Oral Expression (A)</td>
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<td>Closest Existing Occupations to New Ones</td>
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<td>Artists</td>
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<td>Merchandisers &amp; Window Dressers</td>
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<td>Photographers, audio-visual &amp; broadcasting equipment operators</td>
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<td>Tailors &amp; Dressmakers</td>
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<td>Florists</td>
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<td>Catering &amp; Bar Managers</td>
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<td>Publicans &amp; Managers of licensed premises</td>
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<td>Managers &amp; Directors in retail &amp; wholesale</td>
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<td>Sales Supervisors</td>
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<td>Chefs</td>
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Helping the next generation change the world with AI

READ MORE
INNOVATION AND R&D
Outputs – 52 projects

180 arts/tech/research relationships
29 online platforms
20 native apps
3 games
11 packets of open source code

5 themed films
2 print magazines
1 online magazine
1 toolkit

Over 100 academic conference papers and articles
3 years of data on use of digital tech from over 1000 survey respondents per year
Talking Statues

Netpark

iBeacons game
Audience of the Future – working with the RSC, Intel, Magic Leap, Punchdrunk, Marshmallow Laser Feast, Epic Games, i2 media and others to create a performance demonstrator in June 2020 to reach 100,000 people.

The Role of the Arts in Immersive Tech for mental health – short research report and provocation investigating how creatives can help develop immersive tech to promote better mental health, late 2019.
Alternarratives

This project started in October 2019 and will end in June 2020

Funding applications - Open

- Submissions open
  24 October 2019
- Submissions deadline
  13 January 2020
- Longlist writers informed
  28 February 2020
- 3 month R&D period begins
  01 March 2020
- Final works submitted
  01 June 2020
- Shortlist selected and winner announced
  30 June 2020
FINANCE
The New Art of Finance
Calls for more innovative forms of impact investment and venture funding in the arts, including investment in R&D, accelerators and matching crowdfunding campaigns with public funds.

2014

2015

Arts Impact Fund
Launch of £7 million pilot to demonstrate potential for impact investment in the arts.

2016

Digital Arts & Culture Accelerator
Nesta and Arts Council England test whether a technology accelerator model can be used to develop digital products and services. Nine arts organisations go through intensive 3-month programme and then pitch their ideas to investors.

2017

Matching the Crowd:
Combining Crowdfunding & Institutional Funding to Get Great Ideas off the Ground
Nesta publishes results from pilot, which supported 59 organisations through investing £250,000 in matched funding.

European study suggests a Europe-wide matched crowdfunding initiative for culture should be formed
Study commissioned by the European Commission cites Nesta's work on matched crowdfunding in arts and heritage.

Nesta launches matched crowdfunding pilot for arts and heritage
Following announcement in DCMS Culture White Paper, Nesta partners with Arts Council England, Heritage Lottery Fund and DCMS to pilot how to distribute matched funding to crowdfunding projects.
**2018**

**Arts Impact Fund** fully commits its funds in just over two years

Fund provides investment of £7 million to 22 organisations demonstrating both social and artistic returns on their work.

**Nesta estimates significant market size for repayable finance in Arts & Culture**

Demand for repayable finance over next 5 years in the UK predicted to be at least £309 million.

**New £3 million Social Investment Fund announced by DCMS**

DCMS announces that £3 million creativity-focused social investment fund will be launched to support Northern Powerhouse.

**Creative Scotland & Paved with Gold launch ‘Crowdfunding Creativity’**

A mentoring and matched crowdfunding scheme launched by Scotland’s national arts funder.

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**2019**

**Cultural Impact Development Fund**

New impact investment fund launches supported by Access – The Foundation for Social Investment through the Growth Fund programme, with finance from its partners Big Lottery Fund and Big Society Capital, to provide loans of between £25,000 - £150,000.

**Arts & Culture Impact Fund to launch**

Large-scale fund following Arts Impact Fund pilot seeks to invest £20-30 million.

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**Launched of Arts & Culture Finance**

Nesta launches Arts & Culture Finance as an umbrella brand for all of its investment funds.

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**Nesta Italia launches market sizing survey for repayable finance in Arts & Culture**

Nesta Italia, with partner Compagnia di San Paol0, begin feasibility work for an Arts Impact Fund model in Italy.
Example investees - Arts & Culture Finance

[Logos and names of various arts and culture organizations]
CAPACITY
Digital Culture 2019
The changing uses of digital technology among arts and cultural organisations in England
Experimental Culture

A horizon scan commissioned by Arts Council England

March 2018
FUTURE POLICY?

- Better understand and act on the boundaries of arts, creative economy and education
- Use R&D methods to advance the frontiers of art forms, business models, audience relationships
- Experiment with new ways of using money
- Cultivate the capacity to change
Liberated time?

• Average age older than ever; years left to live greater than ever

• Billions of hours for creativity and the social economy?
The *World Happiness Report* in 2019: people’s answers to the question ‘If you were in trouble, do you have relatives or friends you can count on to help you whenever you need them, or not?’ explained 34% of the wellbeing score, more than income (26%) or healthy life expectancy (21%).
CAN ARTS AND CULTURE HELP?