

Enriching Britain: Culture, Creativity and Growth

The 2015 Report by the Warwick Commission
on the Future of Cultural Value

Comments

Sally Bacon, Director, Clore Duffield Foundation and founding member of the Cultural Learning Alliance

“The Cultural Learning Alliance welcomes this report and is delighted to see the Commission taking on board its recommendations. Every child has an entitlement to culture and should experience an arts-rich curriculum. The levers to deliver this must be put in place through Ofsted, an Arts and Culture Pupil Premium, STEAM, Artsmark and other key interventions. We know what needs to happen and we risk failing a generation of children unless all those involved act swiftly and collaboratively to take these recommendations forward.”

Alex Beard CBE, Chief Executive, Royal Opera House

“Enriching Britain: Culture, Creativity and Growth is an important, timely report that underlines the tremendous value and potential of culture and the creative industries within society. It contains a wealth of thoughtful recommendations – practical ways in which organisations, funders and policy-makers can work together to tackle inequality, ensure a steady and more diverse flow of talent, and realise the potential role of culture within place-making”

Melvyn Bragg, Broadcaster

“This report is thorough, positive and timely. We are riding on past investment in the creative economy and urgently need to re-direct our energies so that the next generation can be as acceleratingly successful as the last one was.”

Very glad to see schools and education are mentioned so strongly. In my view, investment in the creative arts in schools is the key to the lives of so many people in this country, and to the richer life of the country itself.”

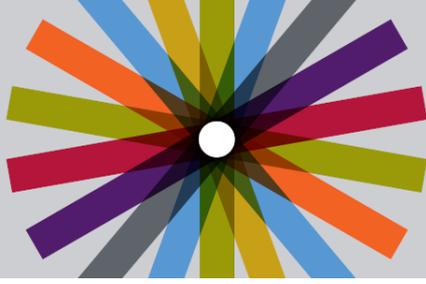
Nigel Carrington, Vice-Chancellor, University of the Arts London

“The Warwick Commission’s Report is a timely and powerful reminder of the importance of culture and creativity to both our social happiness and resilience and our economic success. More importantly, its core recommendations provide actionable steps which Government and the sector can take to build on Britain’s extraordinarily successful cultural and creative ecosystems.”

Farooq Chaudhry, Producer, Akram Khan and English National Ballet

“My pride in working with Akram Khan stems from our having brought together excellence and access in such a way that they now appear indistinguishable from each other. This has been achieved by understanding that you can have commercial discipline without compromising your values. This report underlines the need for this approach in the Cultural and Creative Industries as a whole – it enriches us all.”

Sir Richard Eyre, Film, theatre, television and opera director



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"All things being equal, the choice of going to opera or ballet or theatre or galleries or bookshops is a free one, open to everyone. But all things aren't equal: the "choice" of going to the theatre or the opera or an art gallery is a choice that doesn't exist for vast numbers of people in this country, who, if they feel anything at all about art, feel disenfranchised. This distinction — between those who enjoy the arts and those who feel excluded from them — amounts to an absolute divide. It should be the duty of any government to bridge this divide, by embracing the departments of culture and of education and investing in the audiences of the future as well as the artists. This important report makes an irrefutable argument for creating a coherent government policy for encouraging all aspects of the arts."

Tony Hall, BBC Director General

"I welcome the findings of this report. The UK is a powerhouse of creativity, talent and ideas and, as the Warwick Commission sets out, the BBC has a vital role to play.

I want us to work with others like never before to educate and inspire everybody. Later this week, we'll be helping to launch the biggest campaign we've ever had to raise the profile of the arts in our country. It's a new way for everyone to get creative, one of the Commission's key Recommendations.

Our expertise, the passion of our teams, and the unparalleled reach of our services at a local and national level, mean we're uniquely placed to make a difference. Everything we do is designed to ensure that every one of us has the same opportunities to benefit from our cultural inheritance.

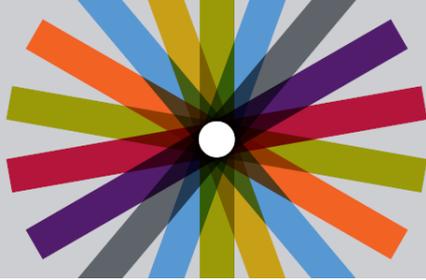
The Commission's Report is a blueprint for the continued success of arts and culture in Britain. It's written for everyone - right across our industry and in every walk of life - and I join with its authors in calling for all of those who have a part to play to give themselves permission to believe in a better future for the arts. Its conclusions will help us all deliver that vision."

Dame Reena Keeble DBE, EdD

"I strongly welcome this report, it is ambitious, challenging and most importantly, aspirational. It recognises the crucial role school leaders could play in ensuring our young people are exposed to a rich multi-disciplinary mix of science, technology, art, humanities and enterprise that underpin creative success. We are in a privileged position to make a difference."

Nicola Mendelsohn, VP of Facebook EMEA and Chair of the Creative Industries Council

"The creative industries are vital to the cultural and economic health of the nation. I applaud the Warwick Commission Report for championing the need for diversity within the creative industries. Everyone, regardless of their background, should be able to participate in and help further one of our society's success stories. At Facebook, we're working hard on



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increasing diversity within the workplace, and are supporting initiatives to give young people the skills they need to build the future of the web, instead of just using it.”

Amanda Nevill, Chief Executive, BFI

“We live in an age where creativity is a driving force of the economy, whether behind fashion, film or fan based video games. This report reminds us that unlike manufacturing, where innovation has to be followed with a cookie-cutter production, the creative industries, (and film is a great example) instead depends on an ability to constantly re-invent, in such a way as to repeatedly capture our hearts, emotions and imagination anew every time. And tap our purses! This report starts to pull out some of those important and yet often intangible ingredients that we need, if we are to continue to ignite that magic spark in the minds of the next generation. And to succeed, we need to involve ALL of the next generation, not just some.... Talent is everywhere, but opportunity often isn’t, and the richness and depth of future success, creatively and economically, depends on us winking out that talent no matter where it is.”

Alice Rawsthorn, Design Critic, International New York Times

“Culture and creativity are among our greatest national assets, which have enriched our economy and wellbeing for centuries, and continue to do so today. By analysing the current strengths and weaknesses of the cultural and creative sectors and suggesting how they can be sustained and expanded, the Warwick Commission Report identifies how everyone in the UK can derive even greater benefit from them in future.”

Tessa Ross, Chief Executive, National Theatre

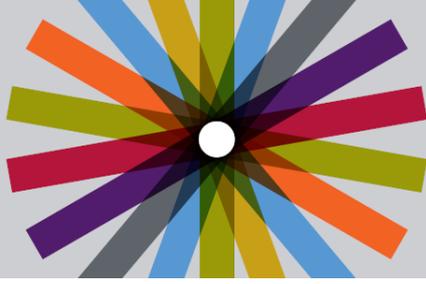
“The Warwick Commission’s Report is a comprehensive review of the ways in which Britain can gain the very most from its cultural and creative assets. It’s a significant undertaking, created by some of the most experienced figures from the sector. It makes important and timely points about questions that are critical, to us and to our colleagues: the diversity of the work on our stages, of our workforce and our audience, the need to enshrine arts education as an entitlement to all young people, including the most disadvantaged, and the desire of national organisations to extend our reach.”

Indhu Rubasingham, Artistic Director, Tricycle Theatre

“I wholeheartedly welcome this visionary and timely report that calls for a transformation in how we create, celebrate and participate in the arts and cultural activities in this country. The principles of diversity and cultural entitlement for all are central to me as an artist and as a person. This much needed report sets out with immense clarity the holistic steps we can take to secure a future for the arts and creative industries that is more diverse, vibrant and sustainable and therefore accessible for all.”

Anthony Sargent CBE, General Director, Sage Gateshead

“In a period which has seen a snowstorm of well-intentioned papers on specific aspects of our cultural life, this remarkable report stands out for its assembly of a very wide range of different kinds of evidence, and its enormously impressive overall coherence of analysis. It



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is also very timely. While we are increasingly seeing the importance of viewing the UK's cultural and creative life through a holistic lens, few have seen that intention through with the rigour and the compelling sweep of argument in this report. It does not just affirm that we need to take a joined-up view of the UK's cultural and creative industries. In page after page of forceful argument it explains why that is so important, and as never before helps us see how and where all the different bits of the picture connect. Those powerful foundations (with rational arguments built on unarguable facts) then inform very clear recommendations which, if even half of them were implemented, would transform the cultural life of the UK and make a defining long-term contribution to our civil society and to the communities we serve and in which we all live. This is the report we have all been waiting for. I cannot welcome it too warmly."

Professor Sir Nigel Shadbolt, Chairman, Open Data Institute

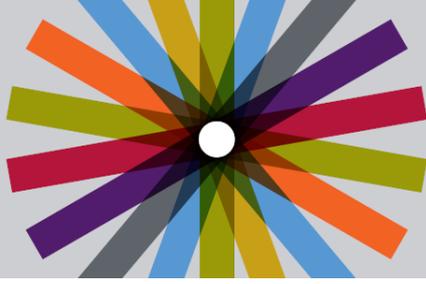
"The open data revolution is a building global consensus and gathering momentum. It promotes the creation of social and economic value, ensures equality of access and supports open innovation. The Digital Public Space that the Warwick Commission is calling for provides a safe and trusted online domain, one that is fundamentally open. It offers a model for ensuring that everyone can find, use, share and benefit from online resources that they have already funded. It will provide an open, collaborative yet secure and responsible environment. It is an approach that deserves our full support.

It will be a space for people to find institutions, organisations and businesses as they publish and share not only their digitised archives and datasets in the form of Linked Open Data, but also the results of fresh creative endeavour and academic analysis. It can transform digital innovation, creative achievement and business success today and it could underpin sustainable growth in the future."

Robin Simpson, Chief Executive, Voluntary Arts

"Voluntary Arts, the national agency promoting participation in creative cultural activity and the representative voice for more than 63,000 voluntary arts groups across the UK and Ireland, welcomes the Warwick Commission report. The Commission's report is a significant and very welcome contribution to the current national cultural policy debate. In particular, Voluntary Arts wholeheartedly endorses the key message of this report which, as Vikki Heywood says in the Foreword, is about "equal access for everyone to a rich cultural education and the opportunity to live a creative life".

Beyond these rewards for the individual, we believe that coming together to participate in creative cultural activity with others also helps to strengthen communities and civil society. To do this work, voluntary groups rely on the local cultural infrastructure and, in an environment where that infrastructure is facing ever-growing challenges, it is heartening to see the Commission's endorsement of the Our Cultural Commons initiative, which is exploring new ways to sustain and develop the diverse creative lives of our communities in times of continuing austerity.



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Voluntary Arts looks forward to working with partners across the UK and Ireland to follow up the Commission's recommendations, particularly in relation to widening participation and the role the amateur and voluntary sector might play in "spearheading a creative participation revolution."

Bob and Roberta Smith, artist

"The Warwick Commission Report presents the possibility for a new architecture for how we understand the Arts. In the 21st Century C.P Snow's 'Two cultures' distinction has been made irrelevant by the emergence of the power of digital technology.

Two statistics jump from the report which cry out for change, firstly the 50% decline in children choosing Design and Technology between 2003 and 2013 and secondly, that in 2013, the Cultural Industries contributed 76.9 Billion to the economy. We must totally overhaul the importance of Art, Design, Dance, Craft and Drama, and teach them in a more contemporary and computer literate way to every child so that we do NOT deny our young people access to a 76.9 Billion economy.

The report importantly demands change of Arts institutions themselves. If we do not make audiences look more like taxpayers we undermine the great work everyone is doing.

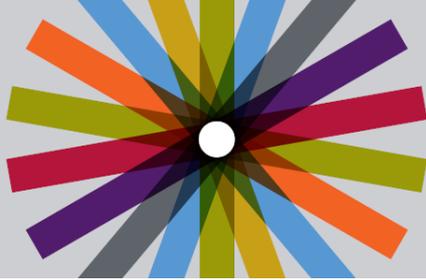
Almost 100 years ago the Bauhaus emerged out of the ruins of Europe to develop a new, modernist language in which developments in technology were to thrive. Digital technology presents a similar seismic revolution. This fascinating and detailed report requires that all involved in the Arts and Government act to imagine and design the future and that everyone is involved in this fruitful negotiation."

Sir John Sorrell, Founder and Chair of the Creative Industries Federation

"It is time, indeed it is long overdue, for the UK's public arts, creative industries and cultural education institutions to join together. I am delighted that the Warwick Commission has endorsed our decision to establish the Creative Industries Federation. In its first two months of activity, the Federation has already established its position as the single voice, the national membership body bringing together all the sectors, private and public, the length and breadth of the land."

Deyan Sudjic, Director, Design Museum

"The Warwick Commission Report matters because its not simply cheerleading, or asking for more funding. It brings together the evidence to show how significant creativity is for British life, the British economy, and Britain's place in the world. It shows how much that creativity is dependent on a strong educational base at every level, and it shows how it generates investment, but also enriches lives. But it also challenges all of us involved in the creative economy to do better. It shows the danger of cutting ourselves off from those outside the traditional audience for what we do."



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Kenneth Tharp, Chief Executive, The Place

"Rather than existing as a narrow argument for the cultural and creative industries, this report seeks to outline the vital role that arts, culture and the creative industries play in shaping and defining the society we live in or indeed wish to live in. And whilst it is in many ways a celebration of the huge richness and diversity of our creative and cultural capital in the UK, the report also serves as a timely reminder that so many things have changed in the world, and that we cannot take for granted our continued success without giving serious thought to new ways of behaving. It is a warning against a complacency that suggests we can carry on as we have done and continue to reap the rewards of a rich cultural biodiversity that has been built in this country over many years."

As we head fast towards a general election, I believe there is plenty in this report to suggest more than ever, the need for a paradigm shift from the all too often binary language of politics that says we have to choose this or that; if they say that, then we must do this. If we can't learn to join the dots and work better together to reap the benefits of our complex cultural and creative ecosystem, then in the words of that familiar and much loved TV character Private Frazer from Dad's Army - 'we're doomed.'"

Nickie Wildin, Actress, Miranda in Paralympics Opening Ceremony 2012

"It was shocking how quickly deaf and disabled people were forgotten after the triumph of the Paralympics and we have spent the last two years fighting for our existence in the face of cuts and the like. The Warwick Commission recognises the valuable contribution we make to the culture of this country."

From the Commissioners

Sir Peter Bazalgette

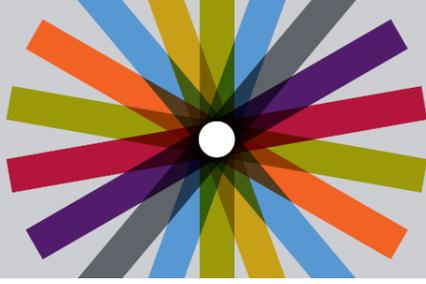
"Two critical themes leap out of this welcome report – the importance of improving access to the arts and that culture and the creative industries are one entity. The reports proposals contain much welcome new thinking."

Damon Buffini, Founder and Director, Permira

"The Warwick Commission's report makes an important link between commercial benefit and the value of public investment in arts and culture. It argues strongly for a joined-up approach in policy that reflects and supports the productive relationship between commercial and publicly funded culture. There are excellent examples of how the subsidised sector can thrive and receive a commercial return for what they do without compromising artistic excellence. More needs to be done to support them through R&D, pump priming investment and training in order for this approach to thrive."

Roly Keating, Chief Executive, British Library

"The Warwick Commission has provided a rare chance to look at the UK's cultural life in the round – to examine what it takes to nurture a healthy system for everyone, not just a set of individual institutions or industries. The process itself has been thoughtful and creative, with



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memorable provocations that have actively advanced the debate in public. I look forward to the debates the Commission's report is certain to stimulate."

Jenny Sealey, Artistic Director, Graeae

"The Warwick Commission report is a vital piece of work and needs to be taken seriously if we are to embrace diversity, inclusion and equality and it without doubt exposes the inhuman fallout should we turn our back on the importance of arts and culture."

From our Partners

Graham Sheffield CBE, Director Arts, British Council

"The British Council welcomes the findings of the Warwick Commission. In particular, we welcome its rightful recognition of the significant role that culture and the creative industries have to play in our global standing."

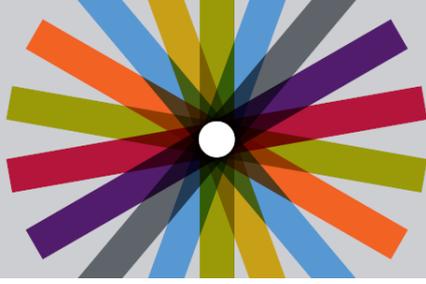
The UK must, as the report suggests, continue investment in its creative and cultural industries. While the sector enjoys significant growth over and above many others in the UK, it is only through this support that we can continue to build and develop a sector that has the clout to compete in an increasingly competitive global landscape. Investment in UK artists and organisations in turn creates opportunities for them around the world, creating jobs in Britain and contributing to our long term prosperity. Whether through generating demand in new markets or building new collaborations, this is dependent on having a diverse and skilled sector.

It is vital, however, that we do not seek a quick international fix to simply meet our own needs. The greatest value comes from long-term relationships and mutual benefit, not a unilateral approach to exporting our culture. While many can learn from us, the UK can learn a great deal from the rest of the world in skills building, creative education and new ways of working."

Baroness Rebuck, Chair of Penguin Random House/ Chair of Cheltenham Festivals

"From our fashion and films to our museums, music and books, British creative talent leads the world. With growth in our cultural industries now faster than any other sector, there has never been a more important time to examine how we ensure our creative ecosystem remains vibrant and internationally renowned."

"This compelling analysis throws down a challenge to all those who value how culture enriches people's lives. Levels of access and participation still fail to reflect the rich diversity of our population. The role of public investment in nurturing talent must be defended and innovative private investment further encouraged. The greater contribution that culture could make to shaping the identity of cities and regions outside London also remains largely unrecognised."



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"Let the debate begin on how we turn the Warwick Commission's ambitious proposals for national creative renewal into reality."

John Mathers, CEO, Design Council

"The Design Council is delighted to partner on this important report. At a time when it is so important for us to lead as an 'Ideas' nation and with the Creative Industries sector seeing unparalleled growth it is vital that we safeguard our current position and continue to invest in the future"

Matthew Taylor, Chief Executive, RSA

"The Warwick Commission on the Future of Cultural Value is an original and authoritative piece of work. It makes the case for a step change in our understanding of the contribution culture makes to our society and cogently lays out the steps we need urgently to take to secure and enhance that contribution."