

A NATIONAL ARTS RECOVERY PLAN

The National Campaign for the Arts
A plan for Arts Sector COVID-19 Survival and Recovery

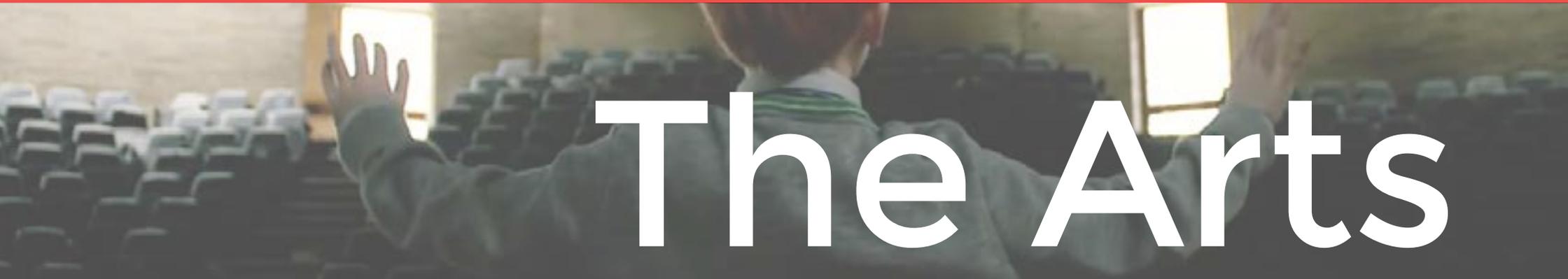


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The Arts

The arts are the books you are reading, the TV shows you're watching, the music you're listening to, the artworks you're fascinated with. They are the festivals you are missing, the live events you dream of, the galleries and spaces you yearn to explore. Before and during this pandemic, it is the arts that have kept us company, been an escape, a voice, a release, a hope. The arts are our endlessly entertaining companion, the music, books, poetry, films, stories, and more. The arts provoke conversations, enrage radio show callers, provide heartbreaking reflection on our losses, and celebrate the unbridled joy of our successes. The arts show us lives that reflect our own, making us feel safe, as well as lives that are different and new to us, challenging our thinking.

We use the arts to interpret and make sense of our place in the world. When words fail us, when understanding fails us, the arts articulate what we cannot. Musicians, writers, visual artists, dancers, actors, designers and filmmakers, and so many more - artists and arts workers tell our stories, they present us with the glories and failings of life in equal measure, providing us with choices to reflect on and giving us tools to help navigate our own unique journeys.

All the enriching artistic and cultural activities and experiences which are integral to our everyday lives are the result of work to create, work to make, work to manage, work to present. The arts provide multiple benefits for the individual, and for society. Engaging with the arts contributes positively to education, health, and wellbeing. These are emotional and societal benefits which cannot and should not be wholly measured through an economic lens. However, investment in the arts sector also makes economic sense. The arts generate and create levels of revenue and ancillary work that far outweigh the investment.

Arts and culture bolster two indigenous sectors that are currently most challenged - tourism and hospitality. Ireland's rich artistic and cultural landscape underscores our global offering as a great place to live, work, visit and do business. This is why we talk about investing in the arts and not funding the arts because the exchequer and the country, business, society, communities, and the individual, including the artist, all benefit from that investment, everyone reaps the rewards.



Artists, arts workers, and arts organisations are not looking for handouts. We want to work.

We are asking Government to:

- ➔ Take positive, progressive action through equitable financial investment.
- ➔ Enable artists, arts workers and arts organisations to continue to create and innovate.
- ➔ Support and trust artists, arts workers and arts organisations to solve the challenging issues around the safe presentation of arts experiences.
- ➔ Invest in artists, arts workers and arts organisations to ensure that the arts continue to be openly accessible to all and do not become a luxury pursuit.
- ➔ Credit artists, arts workers and arts organisations by believing that they have the expertise, wisdom and acumen within the arts sector to manage and work out of this crisis.
- ➔ Recognise that money invested will not be money wasted.
- ➔ Demonstrate belief in artists, arts workers and arts organisations as equal and valuable members of society who can and will fully commit to rebuilding a healthy, robust, sustainable arts sector for the benefit of all Ireland.

A failure to invest equitably in the arts at this crucial juncture in recovery planning will seal the decimation of an industry that asks little and offers much. There will be an irretrievable loss of wisdom and skills, and any recovery will be a journey that many, if not most, in the sector will be unable to undertake or sustain. Artists will not be able to create, arts workers will be forced out and likely never return, arts organisations will close their doors, and Ireland's artistic output will stagnate.

If we allow the arts to be left behind as we move to rebuild Ireland, attempts to re-stimulate the arts and culture sector down the line will be unachievable, there will be far too little left for any meaningful revival of the ecosystem that salves, sustains and sells our country.

OVERVIEW

The National Campaign for the Arts (NCFA) presents a plan for the survival and recovery of the Irish Arts and Culture Sector in response to the COVID-19 pandemic.

These plans are the results of on-going, collaborative, cross sector surveys, research, discussions, financial analysis and projections by artists, arts workers, arts organisations and agencies throughout Ireland.

These 13 proposed solutions for the survival and recovery of the arts sector take into account the precarious nature of the Irish economy as a whole, the desperate situation faced by many thousands of businesses and workers across multiple sectors, and the pressure that the Government and its agencies are under to balance the essential and immediate needs of the nation, while actively planning for and instigating Ireland's economic and societal recovery.

The COVID-19 crisis has created significant challenges for the arts and cultural sector. Following surveys by the Arts Council of artists, arts workers and arts organisations across the country, it is estimated that organisations will lose **€2.9 million** in income *per month* of shutdown and the economic impact of the shutdown to date is estimated at over **€10 million**. **19,000 days of paid work** have been lost to the end of April 2020. A potential income of **€6.4 million** will be lost from cancelled activities to the end of May this year. Over **12,000 events** have been cancelled. In just 8 weeks, more than **2.4 million** members of the public have lost out on artistic experiences.

NCFA calls on Government to work for the sector to develop a comprehensive and achievable survival and recovery plan for arts and culture.



FOR IMMEDIATE ATTENTION

	ISSUE →	SOLUTION →	WHO BENEFITS →	RESPONSIBILITY
1.	<p>Following surveys by the Arts Council, of artists, arts workers and arts organisations across the country, it is estimated that organisations will lose €2.9million in income per month of shutdown and the economic impact of the shutdown is estimated at over €20 million.¹</p>	<p>We call on Government to immediately invest an additional €20 million in the Arts Council for 2020, to support artists, arts workers and arts organisations to enable the sector to survive the COVID-19 crisis, and to create work and innovate solutions for strong, viable sectoral recovery.²</p>	<ul style="list-style-type: none">- Arts Audiences- Artists- Arts Workers- Arts Organisations	<ul style="list-style-type: none">- Dept of Finance- Dept of Culture, Heritage and Gaeltacht
2.	<p>Support is urgently needed for artists and arts workers now and until mass gatherings are permitted again. Many opportunities have been postponed or cancelled due to the current restrictions. Many of these would have led to future working opportunities. 19,000 days of paid work for freelance artists and art workers have been lost to the end of April. A potential income of €6.4 million will be lost from cancelled activities to the end of May.³</p>	<p>Support all freelance artists and arts workers affected by the COVID-19 crisis through the Pandemic Unemployment Payment by extending this until it is financially and logistically viable for arts and cultural events to take place. This should take into account that artists and arts workers are employed in different ways and that different kinds of events will become possible at different times.</p>	<ul style="list-style-type: none">- Arts Audiences- Artists- Arts Workers- Arts Organisations	<ul style="list-style-type: none">- Dept of Finance- Dept of Culture, Heritage and Gaeltacht- Dept of Employment Affairs and Social Protection

FOR IMMEDIATE ATTENTION

	ISSUE →	SOLUTION →	WHO BENEFITS →	RESPONSIBILITY
3.	<p>Artists need investment to develop and create new work, responding to present times, in order to deliver extraordinary and emotive art experiences for audiences in the future.</p>	<p>The Arts Council should provide a range of investments for artists and arts workers that respond directly to their needs, including new schemes and considerable increases to Project Awards, Commissions and Bursaries.⁴</p>	<ul style="list-style-type: none">- Arts Audiences- Artists- Arts Workers	<ul style="list-style-type: none">- The Arts Council
4.	<p>The arts and culture sector will be the last to return to full capacity⁵ and will need supports to ensure survival and recovery.</p>	<p>The Government should ensure that an equitable portion of the European Commission's⁶ structural funding is committed to the arts and culture sector.</p>	<ul style="list-style-type: none">- Arts Audiences- Artists- Arts Workers- Arts Organisations	<ul style="list-style-type: none">- Dept of Finance- Dept of Culture, Heritage and Gaeltacht
5.	<p>The arts will be fundamental to Ireland's recovery, impacting across society in many different ways including the economy, education, tourism, health and wellbeing.</p>	<p>Government to ensure there is a full Minister for Culture in the next Cabinet and that the Minister hires an advisor or advisors from the arts sector.</p>	<ul style="list-style-type: none">- Arts Audiences- Artists- Arts Workers- Arts Organisations	<ul style="list-style-type: none">- Dept of Taoiseach

FOR IMMEDIATE ATTENTION

6.

ISSUE →

Social distancing and diminished audience capacity has been assessed in relation to staffing capacity, building resources and the financial viability of opening to a public. In exercises to determine the effect of social distancing, venues have identified that their capacity could be reduced by as much as 90%.⁷ Should social distancing measures remain in place until a vaccine has been developed, the arts sector's ability to operate will be severely curtailed until late 2021 or beyond. It is reasonable to expect that audiences will be slow to return to attending arts and cultural events due to apprehension around gatherings and the impact of economic recession.

SOLUTION →

Extension of the COVID Wage Subsidy scheme to arts organisations until it is financially and logistically viable for arts and cultural events to take place.⁸

A dedicated capital scheme for arts centres, venues and cultural organisations to ensure they can meet the demands of creating safe spaces for artists, staff and audiences.

Council rates to be cancelled pro rata for any buildings, including arts venues, which are primarily used for mass gatherings, until mass gatherings are permitted again.

Ensure that artists, arts workers and organisations can plan for next year by increasing investment in the Arts Council for 2021.⁹

WHO BENEFITS →

- Arts Audiences
- Artists
- Arts Workers
- Arts Organisations

RESPONSIBILITY

- The Arts Council
- Dept of Culture, Heritage and Gaeltacht

FOR ATTENTION IN THE MEDIUM TERM

7.

ISSUE →

There is a substantial anticipated decline of revenue for arts organisations from all income sources for 2020 and 2021, including reduced box office income due to social distancing, fundraising, sponsorship, income from rental of space, membership fees, bar sales, retail and partnership income.

There is huge pressure on arts organisations and the Arts Council to come through this crisis. Strategic Funding and Arts Centre Funding application processes take considerable time and resources.

The Arts Council income is now a critical, and in some cases, the ONLY source of revenue that supports artists and organisations.

SOLUTION →

We call on the Arts Council to streamline and simplify grant applications for all annual funding programmes for 2021, using 2020 grants as a basis for continued and sustained funding levels. This should apply to Strategic Funding and Arts Centre Funding for 2021.

We ask that the Arts Council find resources to guarantee at least repeat funding to all organisations in 2021, and we call on the Government to provide these resources.

We ask the Arts Council to create business support and development funds.

WHO BENEFITS →

- Arts Organisations

RESPONSIBILITY

- Arts Council

8.

ISSUE →

Local Authority-run venues play a crucial role in the cultural infrastructure. They are dealing with uncertainty of funding commitments from Local Authority Councils and difficulties in drawing down Local Authority funding. Similarly, uncertainty around the redeployment of venue staff and management in situations where the venue is Local Authority-run is creating instability.

SOLUTION →

Local authorities and the Arts Council should jointly commit to protect and sustain Local Authority-run venues throughout this crisis by providing certainty around lost income and ongoing funding.¹⁰

WHO BENEFITS →

- Arts Audiences
- Arts Venues

RESPONSIBILITY

- Dept of Culture, Heritage and Gaeltacht
- Dept of Housing, Planning and Local Government

FOR ATTENTION IN THE MEDIUM TERM

9.

ISSUE →

High expenditure on insurance across the arts sector, with many events now cancelled.

SOLUTION →

Refund all public liability and employers liability insurances where there is no risk due to work being cancelled.

The government needs to bring in total insurance reform¹¹ in the following key areas in order to make the insurance product viable and sustainable. The following 4 key objectives are necessary for this to be achieved:

1. Recalibrate the Book of Quantum to reflect international norms and norms already established by the Court of Appeal
2. Redefine and rebalance the 'Common Duty of Care' to require the occupier to take a duty of care that is reasonable, practical and proportionate
3. Establish a Garda Insurance Fraud Unit
4. Produce a schedule of forecast reductions for reforms

WHO BENEFITS →

- Artists
- Arts Workers
- Arts Organisations

RESPONSIBILITY

- Dept of Finance

FOR ATTENTION IN THE MEDIUM TERM

10.

ISSUE →

The promotion of Irish culture abroad has been set back by the pandemic, with substantial loss of income which often supports the work artists, arts workers and arts organisations do in Ireland.

SOLUTION →

Ensure that artists, arts workers and organisations can plan for next year and continue to promote Irish culture to audiences abroad by increasing investment in Culture Ireland for 2021.¹² Increased investment in this area in 2021 will make up for these lost opportunities and enable Irish culture to make an impact on the world stage.

WHO BENEFITS →

- Arts Audiences
- Artists
- Arts Workers
- Arts Organisations

RESPONSIBILITY

- Dept of Culture, Heritage and Gaeltacht
- Dept of Finance
- Dept of Foreign Affairs

11.

ISSUE →

Without a clear indication of future investment, the arts sector is unable to plan future activity, the development of professional careers for artists, and the ongoing engagement with audiences.¹³

SOLUTION →

It is critical that Government provide a clear roadmap for arts investment to ensure the COVID-19 crisis doesn't deepen the sectoral damage brought on by the cuts to investment in 2009 and to bring us closer to the EU average spend of 0.6% of GDP on the Arts and Culture.¹⁴

WHO BENEFITS →

- Arts Audiences
- Artists
- Arts Workers
- Arts Organisations

RESPONSIBILITY

- The Arts Council
- Dept of Finance
- Dept of Culture, Heritage and Gaeltacht

12.

ISSUE →

It is vital that Ireland sustains and grows its reputation as a great place to do the business of arts and culture.¹⁵

SOLUTION →

Introduce tax incentives for investment across the arts and cultural sector, in all art forms, based on support for the film industry under Section 481.¹⁶

WHO BENEFITS →

- Artists
- Arts Workers
- Arts Organisations

RESPONSIBILITY

- Dept of Finance
- Dept of Culture, Heritage and Gaeltacht

Incentives to win programmes and partnerships will keep Ireland competitive in this landscape.

FOR ATTENTION IN THE LONG TERM

13.

ISSUE →

The idea of Universal Basic Income¹⁷ (UBI) has gained ground over the past months, with many cities and countries exploring the possibility of providing a basic income for all citizens to reduce inequality and to enable everyone to make a contribution to society.¹⁸ According to the NCFAs Survey 2020,¹⁹ 72% of Artists working in Ireland were earning less than the National Minimum Wage before COVID-19.

SOLUTION →

Follow other European countries in developing a model for Universal Basic Income for all citizens over the lifetime of the next government.²⁰

WHO BENEFITS →

- Artists
- Arts Workers
- Arts Organisations

RESPONSIBILITY

- Dept of Finance
- Dept of Employment Affairs and Social Protection

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1. Part of the *Irish Arts Council's Planning for Recovery* to provide evidence for the design of responsive and targeted actions that will support arts organisations and artists. [Artist COVID-19 Crisis Survey](#) and [Arts Council Organisations COVID-19 Impact Survey](#).
2. Many European investment initiatives show depth and scope in their thinking as outlined in the [Compendium of Cultural Policies & Trends](#). In Norway, The Minister of Culture launched a scheme of €30 million to support cultural life. In Estonia, their 2020 Supplementary Budget Act is providing €19.8 million for partial compensation of the costs already incurred due to canceled cultural events or cessation of activities of culture organisations; partial compensation covering unavoidable fixed costs for the organisations that had to close their doors. Similarly, in Greece, the Ministry of Culture and Sports announced a €15 million support plan to stimulate and enhance the resilience of the cultural sector.
3. Referenced in the [Artist COVID-19 Crisis Survey](#) and [Arts Council Organisation COVID-19 Impact Survey](#).
4. In Finland, [The Ministry of Culture and Education](#) will allocate a total of €19 million to professionals in the field of arts and culture, artists, self-employed persons, freelancers and independent groups in the field of arts and culture, cultural events, and other cultural organisations.
5. Indigo's [After the Interval National Audience Survey](#) surveyed more than 86,000 people who frequently or have recently attended shows at venues across the UK. They were polled about their attitudes towards theatre-going after the COVID-19 lockdown. The findings confirm fears that audiences will be cautious to return to previous attendance habits.
6. The [European Commission](#) has approved under EU State aid rules a SEK 420 million (approximately €38 million) Swedish scheme that compensates companies affected by the coronavirus outbreak for the loss of revenue or additional costs related to the cancellation or postponement of cultural events.
7. Theatre Forum [Reopening of Arts Centres-Guidelines \(1.1\)](#).
8. Recommended by Ibec in their [Reboot and Reimagine](#) Campaign (pg168).
9. In Finland, the [Ministry of Culture and Education](#) will provide an additional €40 million investment in the arts sector to focus on the costs caused by the coronavirus epidemic: including the loss of ticket revenue and other income. In addition, a total of €3.2 million to be allocated to national art institutions and a total of €18 million to theatres, orchestras and museums receiving central government transfers as well as a total of €1.3 million to be allocated to the Governing Body of Suomenlinna and the Finnish Heritage Agency.
10. Belgian local authorities are taking measures for people and organisations in the arts and culture sector. The City of Ghent, for example, has announced €2.7 million of support for its cultural institutions as part of a larger relaunching plan. Reference: [Compendium of Cultural Policies & Trends](#).

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11. More info from the [Alliance for Insurance Reform](#).
12. This sentiment is echoed in Ibec's recommendation to double overseas tourism marketing as part of their [Reboot and Reimagine Campaign](#) document.
13. The Dutch government made an additional €300 million available for the cultural sector to help cultural institutions that are vital to the sector through the financially difficult first months of the corona crisis. It will also enable them to invest in the coming cultural season. This additional support also makes it possible to maintain employment in this sector as much as possible. Reference: [Compendium of Cultural Policies & Trends](#).
14. [Eurostat](#) shows that Ireland's total general government expenditure on recreation, culture and religion (2017) is 0.2% of GDP % of total expenditure whereas the average European is 0.6% of GDP.
15. Belgium: The conditions of Tax Shelter agreements – aimed at facilitating private investments in audiovisual productions and performing arts – have been adjusted to help producers to bridge the gap in expenditure. Reference: [Compendium of Cultural Policies & Trends](#).
16. These could also include initiatives like those implemented in Norway: a lowering of the low VAT rate, which includes passenger transport, accommodation and parts of the cultural sector, from 12% to 8%. Reference from [Norwegian Government Website](#). This has also been recommended by [Ibec Reboot and Reimagine Campaign](#) document (pg 170).
17. A two-year Universal Basic Income study in Finland showed that those receiving UBI worked on average six days more a year than those receiving benefits and had better mental health and wellbeing. UBI could provide a baseline for all sectors to rebuild and recover from the pandemic. Reference Paper: [Evaluation of the Finnish Basic Income Experiment](#).
18. Theatre Forum [Review of Pay and Conditions in the Performing Arts in 2018](#).
19. National Campaign for the Arts [2020 COVID-19 Survey](#) findings.
20. The WHO's report [Universal Basic Income Policies and their Potential for Addressing Health Inequities](#) outlines clear policies including case studies from Scotland, Spain, Finland and more.



Image from The Mouth of the Shark
by Maeve Stone and Oonagh Murphy



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