

# BUILDING POSITIVE RELATIONSHIPS WITH STAKEHOLDERS

**ARTS COUNCIL ENGLAND**

**SOPHIE LANCASTER - SENIOR MANAGER**

**ALISON HOOLIHAN - SENIOR OFFICER**

**LIBRARIES DEVELOPMENT TEAM**

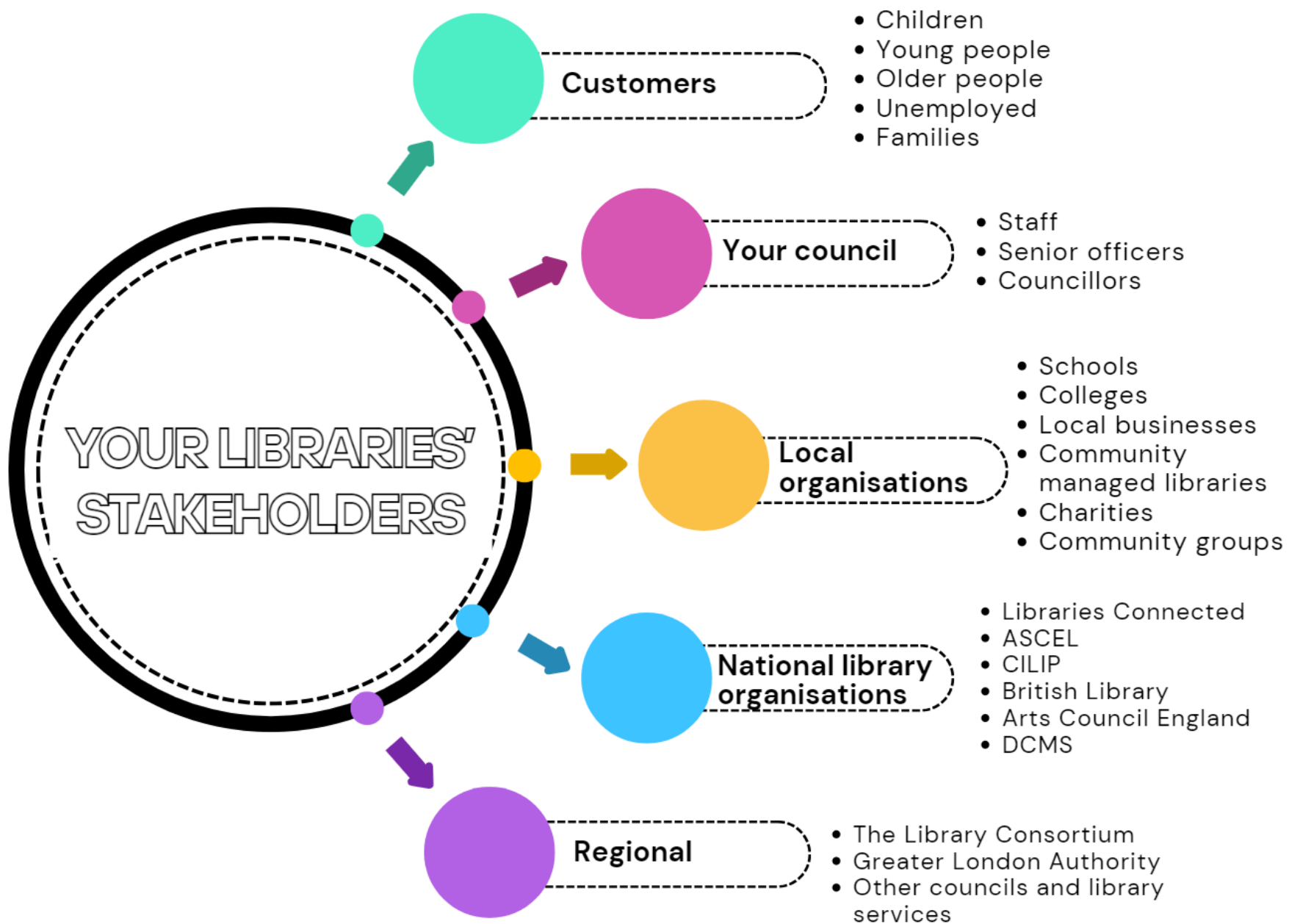
# KEY TAKEAWAYS FROM TODAY'S SESSION:

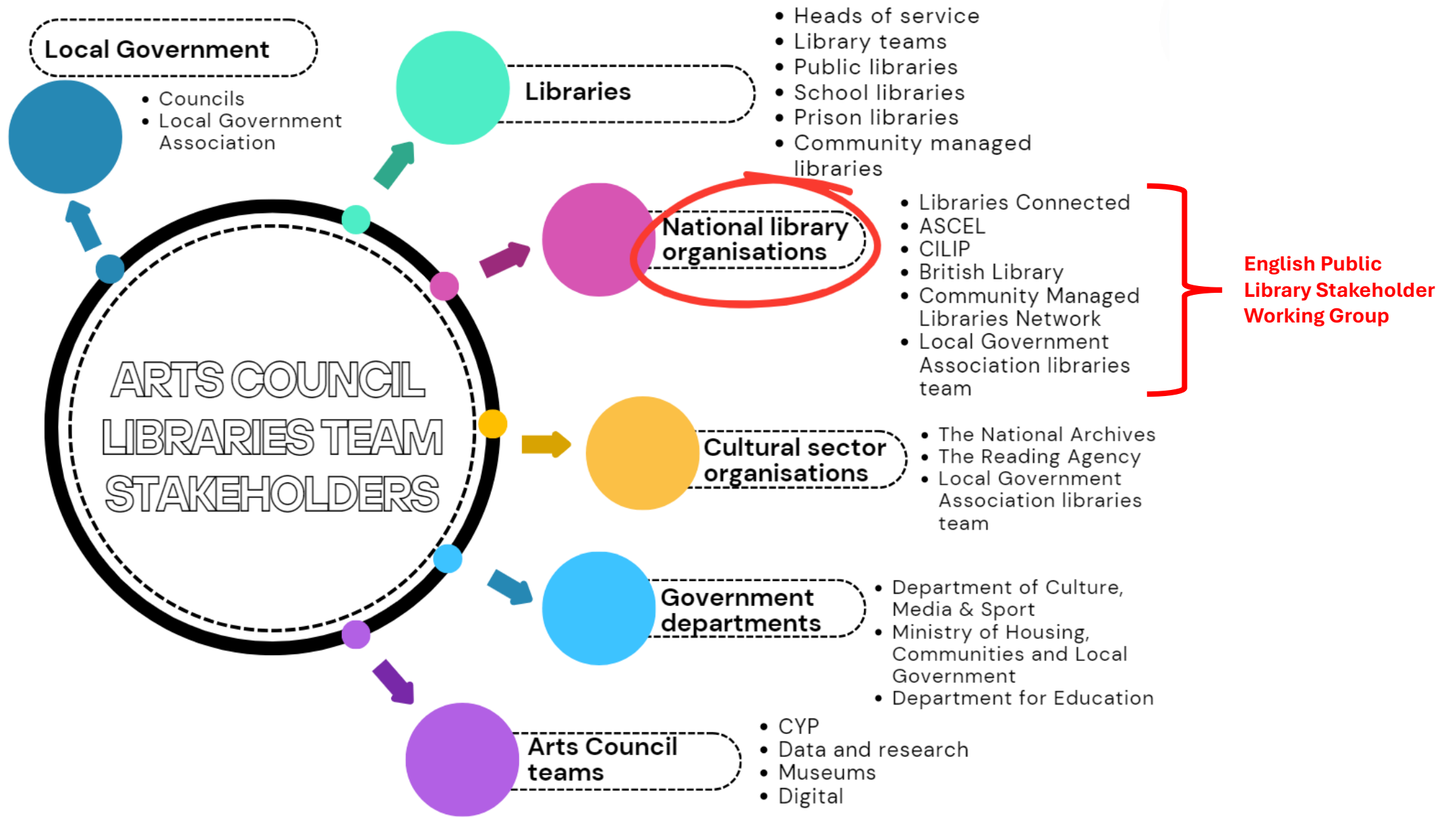
- Know your stakeholders
- Know the local, regional and national political infrastructure
- Know where to find your stakeholders
- Know how to connect with your stakeholders
- Know the priorities of your stakeholders
- Know your key message for your stakeholders
- Know your data



## GROUP ACTIVITY - SUGGEST FEST

KNOW YOUR  
STAKEHOLDERS





# QUIZ

KNOW THE LOCAL,  
REGIONAL AND  
NATIONAL POLITICAL  
INFRASTRUCTURE

# QUIZ

1. How many local authorities are there in London?
2. How is the City of London Corporation different to other London Borough councils?
3. Name two services that London Councils delivers.
4. What is the name of the democratically elected strategic authority for London?
5. How many Local Authorities are there in England?
6. What does the Local Government Association do?
7. What word is used for the transfer of powers and funding from national to local government?
8. What is the Barnett formula?
9. How often does a general election have to be held in the UK?
10. Which day of the week is PMQs?
11. How many missions has the government got?
12. Which government department has responsibility for libraries?

# QUIZ - ANSWERS

1. How many local authorities are there in London?

**London has 33 local government authorities, which are made up of 32 London boroughs and the City of London Corporation.**

2. How is the City of London Corporation different to other London Borough councils?

**It has its own government, predating parliament. It is the governing body of the Square Mile and it is London's Port Health Authority.**

3. Name two services that London Councils delivers.

**London Councils is the collective of London local government, the 32 boroughs and the City of London Corporation. Through London Councils, the 33 local authorities work in collaboration to deliver shared ambitions for London. Services include the Freedom Pass, Taxicard, Health Emergency Badge, London Lorry Control Scheme and a grants programme for voluntary sector organisations.**

# QUIZ - ANSWERS

4. What is the name of the democratically elected strategic authority for London?

**The Greater London Authority (GLA) – comprised of the Mayor of London and the London Assembly. It is responsible for: Environment, Planning, Transport, Economic Development, Housing and Culture, (policing, fire and rescue).**

5. How many Local Authorities are there in England?

**In total there are 317 local authorities in England made up of 5 different types - county councils, district councils, unitary authorities, metropolitan districts, London boroughs.**

6. What does the Local Government Association (LGA) do?

**Lobbying and advocacy on behalf of local authorities. The LGA is a membership body made up of 315 LAs and 22 Welsh unitary councils. It is a politically-led, cross-party organisation that works on behalf of councils to ensure local government has a strong, credible voice with national government. They aim to influence and set the political agenda on the issues that matter to councils so they can deliver local solutions to national problems.**

# QUIZ - ANSWERS

7. What word is used for the transfer of powers and funding from national to local government?

**Devolution. In England, devolution is the transfer of powers and funding from national to local government. It is important because it ensures that decisions are made closer to the local people, communities and businesses they affect.**

8. . What is the Barnett formula?

**The Barnett formula is used by the UK Treasury to calculate the annual block grants, in areas such as healthcare and education, for the devolved nations.**

9. How often does a general election have to be held in the UK?

**Every 5 years**

# QUIZ - ANSWERS

10. Which day of the week is PMQs?

**Wednesday**

11. How many missions has the government got?

**5**

12. Which government department has responsibility for libraries?

**Department for Culture, Media and Sport (DCMS). It is responsible for the superintendence and promoting the improvement of libraries across England.**

# QUIZ – TIE BREAKER

Name the 5 government missions – you have 30 seconds to write down as many as you can think of.

- **Kickstart economic growth** - to secure the highest sustained growth in the G7 – with good jobs and productivity growth in every part of the country making everyone, not just a few, better off.
- **Make Britain a clean energy superpower** - to cut bills, create jobs and deliver security with cheaper, zero-carbon electricity by 2030, accelerating to net zero.
- **Take back our streets** - by halving serious violent crime and raising confidence in the police and criminal justice system to its highest levels.
- **Break down barriers to opportunity** - by reforming our childcare and education systems, to make sure there is no class ceiling on the ambitions of young people in Britain.
- **Build an NHS fit for the future** - that is there when people need it; with fewer lives lost to the biggest killers; in a fairer Britain, where everyone lives well for longer.

KNOW WHERE TO  
FIND YOUR  
STAKEHOLDERS

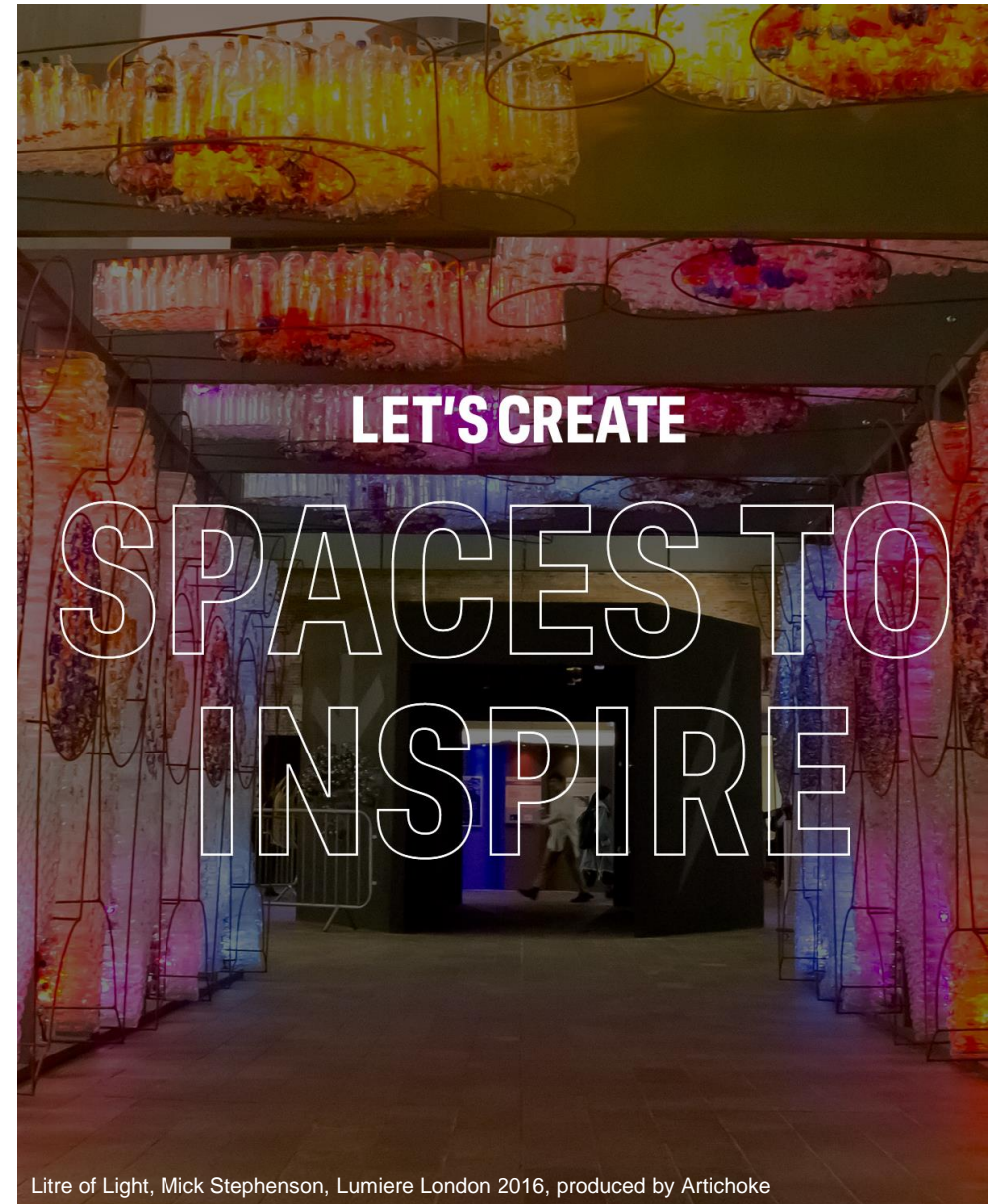
# KNOW WHERE TO FIND YOUR STAKEHOLDERS

- Choose a stakeholder and identify where you will find them

*Example:*

Senior council officers:

- SMT meetings
- Departmental meetings – planning, health & social care, education
- SOLACE (Local Authority Chief Execs & Senior Managers)
- Chief Executives of London Committee (CELC)
- CLOA – Chief Cultural & Leisure Officers Association



Litre of Light, Mick Stephenson, Lumiere London 2016, produced by Artichoke

KNOW HOW TO  
CONNECT WITH YOUR  
STAKEHOLDERS

# KNOW HOW TO CONNECT WITH YOUR STAKEHOLDERS

- Through your networks – use your contacts
- In person briefings
- Email updates – newsletters
- Monthly briefings to portfolio holders – in person or email
- Consultations and feedback sessions
- Informal chats
- A showcase of your work
- A celebration of your successes
- Press releases
- Social media
- Website
- Seek out their professional advice
- Testimonials
- Facts and figures
- Joining packs



Almeida – Dance Nation (C) Marc Brenner

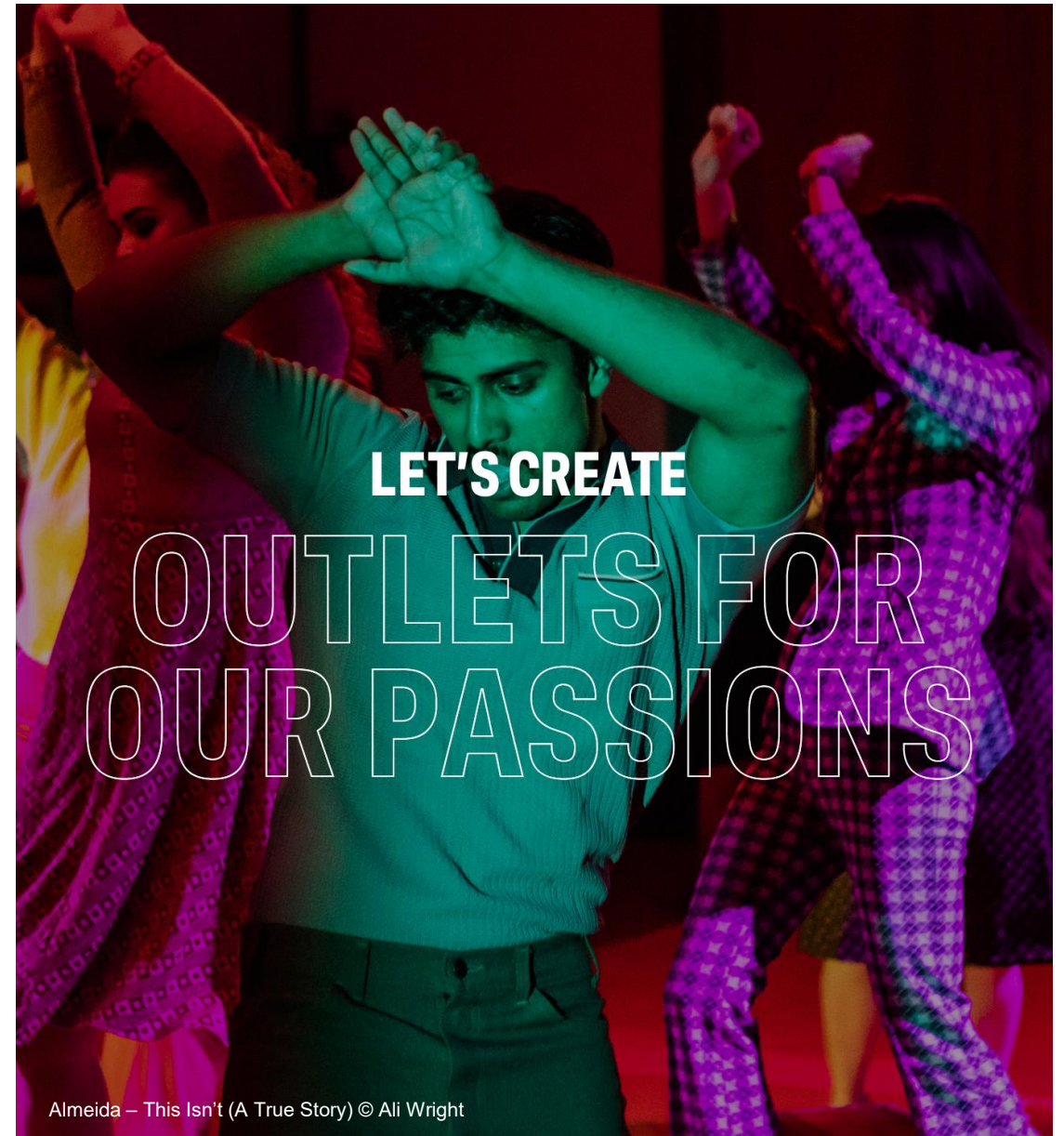
KNOW THE  
PRIORITIES OF YOUR  
STAKEHOLDERS

# KNOW THE PRIORITIES OF YOUR STAKEHOLDERS

## *Example 1*

### Customers – families:

- Creative opportunities
- Skills development – social skills and language
- A place to socialise
- After school and weekend activities
- Books and reading
- Free access
- Welcoming and friendly service

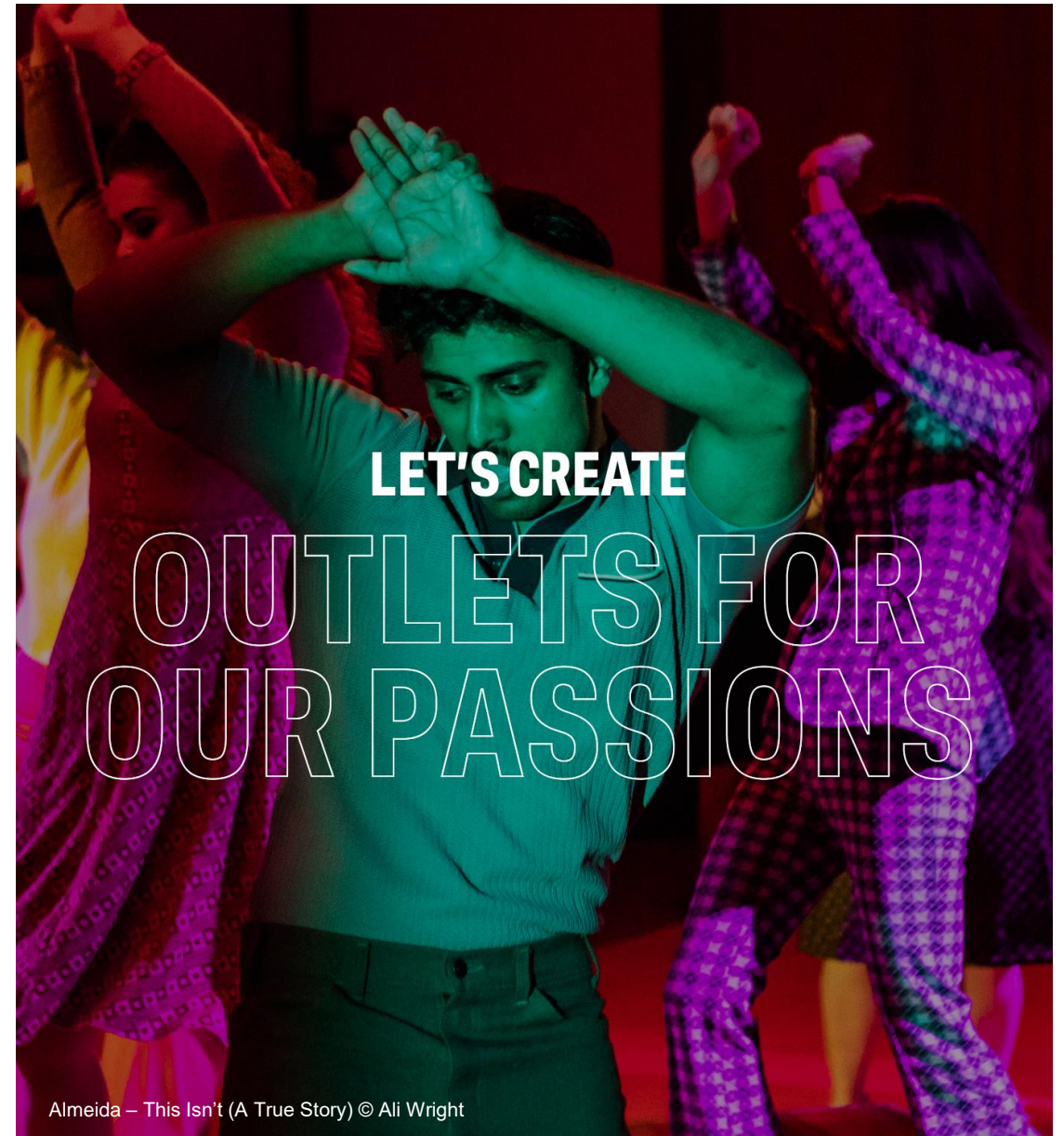


# KNOW THE PRIORITIES OF YOUR STAKEHOLDERS

## *Example 2*

National organisation – Arts Council  
England's priorities:

- Creative people – everyone has the opportunity to develop and express creativity
- Cultural communities – villages, towns and cities thrive through a collaborative approach to culture
- A creative and cultural country – England's cultural sector is innovative, collaborative and international
- Underpinned by the principles of dynamism, quality & ambition, inclusivity & relevance, and environmental responsibility



Almeida – This Isn't (A True Story) © Ali Wright

# KNOW THE PRIORITIES OF YOUR STAKEHOLDERS

## *Example 3*

### Your council's priorities

- Reducing carbon emissions
- Protecting and enhancing the local environment
- Creating a healthy place
- Developing healthy workplaces
- Safer communities
- Enforcing action against anti-social behaviour
- Promoting the voice of children and young people

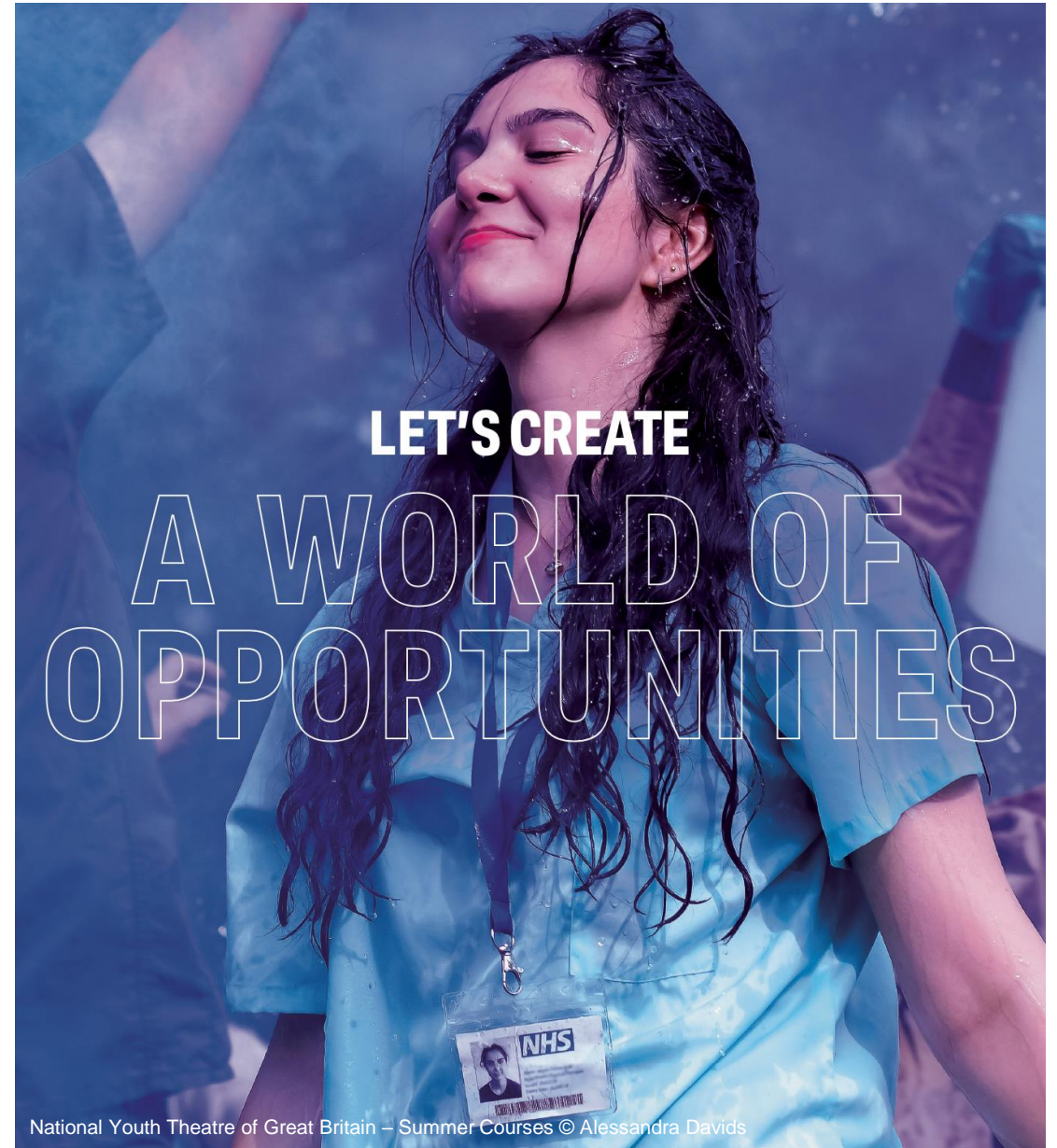


Almeida – This Isn't (A True Story) © Ali Wright

# KNOW YOUR MESSAGE

# KNOW YOUR MESSAGE

- Show your stakeholder how you can help them to meet their priorities
- Tailor your message to the stakeholder's priorities
- Have a set of examples at the ready
- Don't just describe the 'what'
- Answer the 'so what?'



National Youth Theatre of Great Britain – Summer Courses © Alessandra Davids

# KNOW YOUR MESSAGE: A FAMILY WITH A YOUNG CHILD

## What?

“We deliver nursery visits, rhymetimes, and weekend activity for all ages, especially toddlers. Full details are on our website. We read stories and give the children time to browse books at the end of each session.”

## So what?

“We offer a whole range of group activities for 0-4s where we will encourage your toddler to use their imagination through storytelling which will help their language development and promotes social skills too. This will help them to adjust more quickly when they start school. It’s also great fun!”

# KNOW YOUR MESSAGE: YOUR ARTS COUNCIL RELATIONSHIP MANAGER

## What?

“We asked a group of older people to help us plan an activity for World Book Night. They helped us to deliver a great author event with tea and cakes where we gave out books to people.”

## So what?

“Our World Book Night event was co-created with older people from the local community. The planning sessions encouraged collaboration amongst people who had never met before, resulting in a successful event that delivered to the needs of our communities and also helped our planning group to make new friends, reducing loneliness and increasing wellbeing.”

# KNOW YOUR MESSAGE: YOUR PORTFOLIO HOLDER

## Your council's priorities

- Reducing carbon emissions
- Protecting and enhancing the local environment
- Creating a healthy place
- Developing healthy workplaces
- Safer communities
- Enforcing action against anti-social behaviour
- Promoting the voice of children and young people

## So what?



**QUIZ**

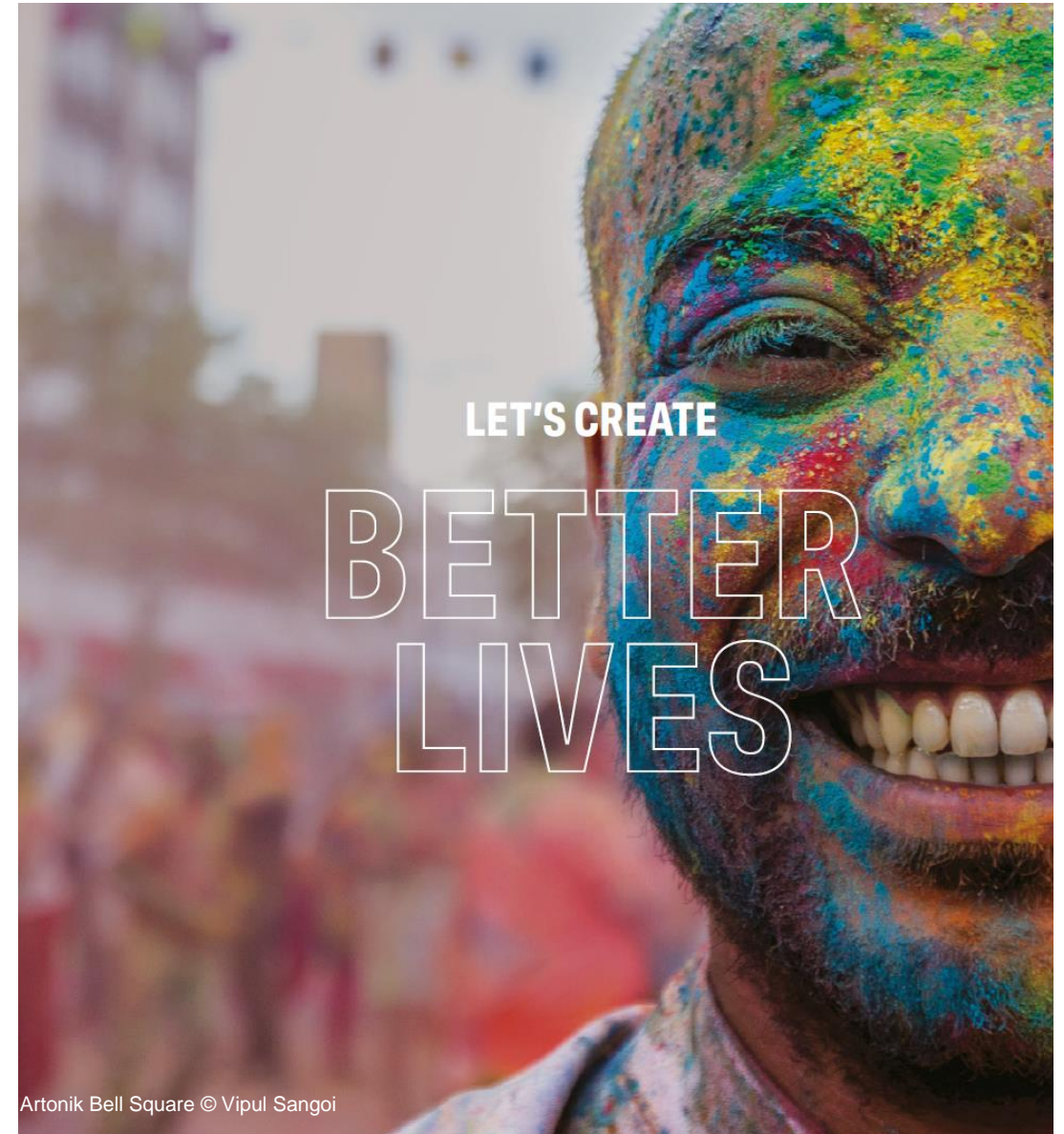
# KNOW YOUR DATA

# DATA MIX N MATCH - ANSWERS

- Active members March 23 – **36158**
- Physical visits 22/23 - **270924**
- Number of physical events 22/23 - **1679**
- Attendance: physical events 22/23 - **17134**
- Number of digital events 22/23 - **13**
- Attendance: digital events 22/23 - **208**
- Issues: physical books 22/23 - **343199**
- Issues: eBooks 22/23 – **13066**
- Issues: physical audio 22/23 - **14497**
- Issues: eAudio 22/23 - **15873**
- Issues: click & collect 22/23 - **5769**
- Issues: home delivery 22/23 - **1682**
- Total PC use in hours 22/23 - **28512**
- Total number of static libraries 2023 - **9**
- Total open hours per week 2023 - **634**

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Artonik Bell Square © Vipul Sangoi

THANK YOU FOR  
JOINING US!

[Libraries@artscouncil.org.uk](mailto:Libraries@artscouncil.org.uk)

# WEBSITE: LIBRARIES DATA

- The Arts Council England website holds data for libraries. This includes:
  - The Libraries Basic Dataset which lists number of facilities including mobile libraries, local authority archives and prison libraries
  - Data on issues, active users, visits, events and IT use.

<https://www.artscouncil.org.uk/supporting-arts-museums-and-libraries/supporting-libraries>

# WEBSITE: ARTS COUNCIL - LET'S CREATE

- You will find Arts Council's Let's Create strategy on our website
- <https://www.artscouncil.org.uk/lets-create>