



Northern Culture  
All Party Parliamentary Group

Co-Chairs James Daly MP  
Julie Elliott MP  
Vice-Chairs Alex Sobel MP  
Jason McCartney MP  
Secretary Tony Lloyd MP



# Supporting Northern Culture

## What is the Northern Culture Club?

The North has a cultural offering to match any region and possesses a rich pool of talent, diversity, innovation, creativity and enterprise.

**The Northern Culture Club** is being created to provide a strong pan-Northern coalition to promote and celebrate Northern Culture.

**The Northern Culture Club** is about connecting the North's influencers and decision makers with its cultural champions, to shape the future policy agenda and build wider recognition for the challenges the cultural sector faces in the North.

**The Northern Culture Club** will highlight the critical contribution Northern culture makes to the UK economy. Northern culture has been hard hit by the Covid-19 crisis and if it is ever to fully recover from the acute impact of the pandemic, Northern culture needs immediate and long-term support to safeguard and protect its future.

**The Northern Culture Club** will bring together a strong pan-Northern coalition of voices to bang a collective drum for the North's cultural sector and make sure it is being heard and not left behind.

## Why do we need a Northern Culture Club?

The North's cultural industry is facing an historic challenge as the global pandemic continues to affect our everyday lives. Prior to Covid-19, the North West's cultural sector achieved the strongest growth in the UK, and the North East had the third highest growth in its creative sector.

The North has a proud and celebrated cultural offering. Alongside the significant social, health and wellbeing benefits it provides, Northern culture has a critical role to play in achieving the economic growth and upskilling ambitions across the North. Given the prevailing regional and economic disparities, and need to "level-up", it seems that the impact of the pandemic on the North's cultural sector will be felt far more acutely.

Given this, it is time to bring together Northern champions and supporters to build a strong pan-Northern coalition to support the North's cultural sector into recovery and beyond.

## What will the Northern Culture All Party Parliamentary Group do?

There needs to be a dynamic and dramatic shift in Government thinking. There is a clear and dangerous divide between the little funding awarded to cultural organisations in the North in comparison to those in the South. The Northern Culture Club will call on businesses and

If you are interested in supporting or joining the Northern Culture Club and/or Northern Culture APPG, or just want to find out more, please contact [olivia@devoconnect.co.uk](mailto:olivia@devoconnect.co.uk)

politicians to pledge their support for Northern Culture; to work collectively, build collaboration and a strong pan-Northern coalition to promote Northern culture.

Stemming from the Northern Culture Club, we will establish of a new **Northern Culture All Party Parliamentary Group (NC APPG)** to build on existing cross-party support and evidence and provide a strong and cohesive voice in Parliament.

In the immediate term, the Northern Culture Club and Northern Culture APPG will kick start the debate on what the sector needs to recover from the current crisis and to build back support for, and investment in, the North's cultural sector in a post-COVID and post-Brexit world.

## Terms of Reference

The Northern Culture APPG will promote and champion the huge economic contribution made by the North's cultural sector and build consensus: It will:

- Provide a united voice on pan-Northern culture asks and priorities in order to shape and influence future Government decision making
- Generate debate on how to boost skills, create equal opportunities for all, promote diversity and support ambitions to empower future generations
- Level-up investment in Northern culture to empower future generations
- Maximise the soft of power of Northern culture to promote a strong and cohesive brand for the North; building recognition of its' world class reputation

Through a programme of Parliamentary meetings and activity the NC APPG will work with the Northern Culture Club to build collaboration, consensus and leverage.

## How do I get involved and how can I support?

We know this sector has been affected more than most by the pandemic. The North has been particularly hard hit. If Northern culture is to build back and recover, we need a strong collaborative voice to challenge Government and shape future policy direction.

We want as many supporters as possible to get involved in the Northern Culture Club and help bang the drum for the North. To make this happen we need a fully operational and funded Secretariat to advise and support the Northern Culture Club and its APPG.

The Secretariat will need funding to run the Northern Culture APPG, to organise the work programme, administer APPG sessions and events, build and maintain website, develop proactive social media management, branding, deliver campaign administration, strategic PR and comms advice and generate Parliamentary activity and engagement.

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We are looking for supporters and members to be involved in the development of the future Northern Culture Club programme. To be seen to be part of this initiative there are several ways for you to get involved, be represented or show your support. Here are some options:

### **OPTION 1: Sponsoring Partner of the APPG**

As a lead sponsor of the Northern Culture Club and Northern Culture APPG you will be positioned at the forefront of the debate as a leading voice and recognised as a founding supporter of the Northern Culture Club and Northern Culture APPG. The APPG will provide you with an opportunity to enhance your engagement with key political targets and stakeholders and help us inform and shape the agenda by:

- Influencing the APPG's programme of work in conjunction with the parliamentary officers
- Attending APPG meetings, events and visits and other activity which are sometimes limited to parliamentarians and sponsors, such as private roundtable events in Westminster
- Speaking and contributing at forthcoming events Northern Culture APPG sessions
- Increasing your profile and profile of the key issues with decision makers and influencers in Westminster and Whitehall and across the North, including Metro Mayors, council leaders and Ministers, MPs, Peers, special advisers and civil servants
- Strengthening your voice, engagement and relationships with other key players in the Northern Cultural sector

You will benefit from:

- **Top line branding:** Your branding will feature on all communications, branding for events and on social media platforms. It will also feature in the pledges, recommendations and any other literature associated with the NCC
- **Panel speaking slots:** you will be able to participate in the future sessions, all of which will attract high profile contributions from across the political spectrum
- **Briefing opportunities and influencer engagement:** As part of the overall programme there will be opportunities to participate in more focused events and shape the event's themes and messages. The Secretariat would coordinate social media activity with you to maximise impact and add to your profile
- **Participation in meetings with key influencers:** You will have the opportunity to be involved with Government and political decision makers and be involved in meetings with key panellists, speakers and members of the steering group
- **Feeding into our Inquiry and final 'State of the North' report to Government:** Your organisations branding would feature and you would be able to help shape the outcomes and findings of the report with the Secretariat

An annual subscription in the sum of **£5,000 + VAT** is required to become the lead sponsor of the Northern Culture APPG and founding partner of the Northern Culture Club

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## OPTION 2: Stakeholder Membership of the Northern Culture Club

We want as many organisations to be seen to be represented and involved in the Northern Culture Club so we can demonstrate consensus, collaboration and a strong cross-sector and cross-party voice: Stakeholder membership means that you will be:

- Recognised and listed as a supporter and member of the Northern Culture Club and the Northern Culture APPG on the website and other communications
- Invited to all activity and meetings and able to contribute
- Invited to sign-up and support campaigns, letters to Ministers etc calling for support for Northern Culture

You will also benefit from:

- **Briefing opportunities and influencer engagement:** As part of the overall programme there will be opportunities to participate in more focused events and shape the event's themes and messages. The Secretariat would coordinate social media activity with you to maximise impact and add to your profile
- **Feeding into our Inquiry and final 'State of the North' report to Government:** Your organisation would be listed as a supporter of the group and you would be able to help shape the outcomes and findings of the report with the Secretariat

An annual membership subscription in the sum of **£1,000 +VAT** is required to become a stakeholder member of the Northern Culture Club.

### IN ADDITION: Opportunities for one-off or bespoke sessions

There will be satellite opportunities to sponsor bespoke high-level Round Tables, Visits, Fringe sessions and Briefings throughout the year. A one-off or additional Northern Culture APPG event can be sponsored on a specific issue or theme if aligned to the Northern Culture APPG's purpose, these can also include Party Conference Fringe meetings. Sponsorship of one-off Parliamentary events and briefings are in the region of **£3,000 + VAT**

## GET INVOLVED

We are conscious that this is a particularly difficult time for many of you and that you may not have the resources to support. As part of our campaign we need to demonstrate pan-Northern support so please get in touch with Olivia by emailing [olivia@devoconnect.co.uk](mailto:olivia@devoconnect.co.uk) if you want to be listed as a supporter and or want to make a small donation.

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