

Supporting Northern Culture

What is the Northern Culture Club?

When you think of the North, an array of cultural iconography springs to mind: the Angel of the North, the sculpture of Henry Moore, the music of Manchester, the art of Sheffield, the film and television shows produced in Yorkshire, and all the amazing community cultural projects that grow from across northern cities, city regions, coastal and countryside communities.

The Northern Culture Club was 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 North's cultural sector faces.

The Northern Culture Club brings together a strong pan-Northern coalition of voices to bang a collective drum for the North's cultural sector and make sure it is at the heart of the Government's levelling up and build back better agendas.

What has the Northern Culture Club done?

Over the course of 2021 the APPG ran an inquiry into the state of Northern Culture and received written and oral evidence from over 100 artists, creators, actors, musicians, Parliamentarians, and political and cultural leaders across the North including: **Dan Jarvis MP, Mayor Tracy Brabin, Ian Wray, Sacha Lord, the BBC, Creative Industries Federation, Creative Fuse North East, Future Yard and 20 Stories High**. Our oral evidence sessions can be watched [here](#).

In January 2022 the Northern Culture APPG launched [The Case for Culture: What Northern Culture Needs to Rebuild, Rebalance and Recover](#). This high-profile event attracted contributions from key figures including:

- Lord Parkinson, Minister for Arts
- Neil O'Brien MP, Minister for Levelling Up
- Julian Knight MP, Chair of the DCMS Committee
- Lucy Powell MP, Shadow Culture Secretary
- Andy Burnham, Mayor of Greater Manchester
- Steve Rotheram, Mayor of the Liverpool City Region
- Dan Jarvis MP Mayor of South Yorkshire

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- Tracy Brabin, Mayor of West Yorkshire
- Jamie Driscoll, Mayor of North of Tyne
- Lord Inglewood, Chair of Cumbria LEP

The report, which sets out ten key asks to rebuild, rebalance, and recover Northern Culture, received wide-ranging media coverage, including from:

- [BBC News](#)
- [Front Row on BBC Radio 4](#)
- [The Guardian](#)
- [The House Magazine, PoliticsHome](#)
- [The Northern Agenda](#)
- [The Social Market Foundation](#)
- [The Northern Echo](#)
- Many more!

What will the Northern Culture Club do next?

The Northern Culture APPG will continue to 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
- **Lobby on our 10 key asks** 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

Next up, the Northern Culture Club and Northern Culture APPG will be launching its inquiry into Sport and Culture and in particular the role sport plays in levelling up our communities and how sport is part of our cultural identity in the towns and cities of the North and how both work hand in hand to level up opportunities, access skills and underpin local and regional economies across the North.

To find out more please contact: northerncultureappg@devoconnect.co.uk

How can 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 ensure the Government delivers on our 10 key asks to rebuild, rebalance, and recover Northern Culture.

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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.

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 ONE: 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. 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** and Northern Culture APPG sessions
- **Increasing your profile** and the 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

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- **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 into sport and feature in the final report:** Your organisation's 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

OPTION TWO: Stakeholder Membership of the Northern Culture Club

We want as many organisations as possible 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 into sport and feature in the final report:** Your organisation would be listed as a supporter, 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

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 northerncultureappg@devoconnect.co.uk



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

As part of our campaign, we need to demonstrate pan-Northern support so please get in touch by emailing northerncultureappg@devoconnect.co.uk if you want to be listed as a supporting partner or stakeholder member.

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