



November 2022

PRESS RELEASE: IMMEDIATE RELEASE

## Rosetta Arts CEO joins DCMS in concern around funding

**The DCMS have published an important [report](#) on 'Cultural Placemaking': the role of Arts, Culture & Heritage in shaping where we live, as part of the Government's "Levelling Up" promise.**

Sanaz Amidi, CEO of Rosetta Arts in Newham was invited to give witness, lending a voice to one of the 5 London Boroughs that the Arts Council has deemed a '[priority place](#)', and talking frankly about the importance of change through representation in the arts:

"We want people to be representative of the communities that we want to reach. If they cannot survive in the sector, let alone thrive, we really are at a disadvantage to be able to do our work effectively and meaningfully in the community"

Professor Dave O'Brien, University of Sheffield, commented recently in his article for the [Policy and Evidence Centre](#), that the creative industries are "neither diverse, nor equal, nor inclusive".

### **Sanaz spoke about the root of the problem:**

"Arts Education is a social justice issue."

"The investment that we have to make in taking people on the journey to build the skills, and the capacity to do that work, is a big investment. It takes many, many years.

"It is critical that we continue to remove barriers to accessing arts education for those who can't afford to pay for courses."

In response, a major recommendation of this Government report was for a more nuanced approach via a new model of funding allocation.

Recognising the risk that including the world class Large National Organisations based in London could create an apparent funding imbalance in the capital, the Government department (DCMS) recommended separate categorizations. Large National Organisations would be subject to their own additional measures and accountability (pushing diversity, inclusivity and equality forwards), and London's hyper-local organisations in areas of need could be appropriately supported within their own category.

Having grown and developed over 30 years, Rosetta Arts responds to the needs and desires expressed by local communities. We are proud to be a dynamic and diverse organisation, delivering rigorous and innovative courses, creative workshops and participatory art experiences for people in East London. At the heart of our programming there is something for all ages and stages of a person's creative learning and development, reaching out to those who otherwise have little access to the rich and transformative benefits of the arts, Working across gender, disability, age and income, we respond to poverty and inequality by acting as a catalyst for creative talent.



**Sanaz highlighted a holistic approach, and the vital partnership-working that is needed to really deliver:**

“At Rosetta Arts we work and have been working across six or seven different departments in the local authorities, everything from adult social care to regeneration. We are proud to be actively responding to Newham's 'Towards a Better Newham' strategy for post-COVID development, and have pledged ourselves to use our creativity to support delivery of three of the key strategies for recovery.

Rosetta Arts echoes the DCMS in their concern around the current irregularity of funding for the arts.

**CEO Sanaz Amidi comments:**

“Funding principles need to move to more meaningful models which involve the community in determining priorities and relate to the impact we deliver for the different communities we serve.”

“Rosetta Arts, as a highly accessible arts organisation in Newham, champions local creatives and has developed a hyper-local, creative talent and skills ecosystem that feeds straight back into the borough.

The DCMS report comes in the same week that Arts Council England have announced their new National Portfolio of funded organisations.

**Social Media Tags:**

@RosettaArts @SanazAmidi and @DCMS

For further questions, queries or press materials, contact: [Venetia@RosettaArts.org](mailto:Venetia@RosettaArts.org)

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