

Funding for
Arts &
culture

Overview of data

Trust and Foundation funding in the UK
2019–22

Data overview

UK Trust and Foundation funding to arts and culture

This briefing aims to inform better understanding of grant-making by UK Trusts and Foundations to the arts and culture sector.

It is an update of a similar exercise undertaken in 2020, collating data from the same 18 Trusts and Foundationsⁱ for the three financial years from 2019 to 2022.ⁱⁱ Whilst this is a self-selecting sample, it includes some of the biggest funds contributing in this area.

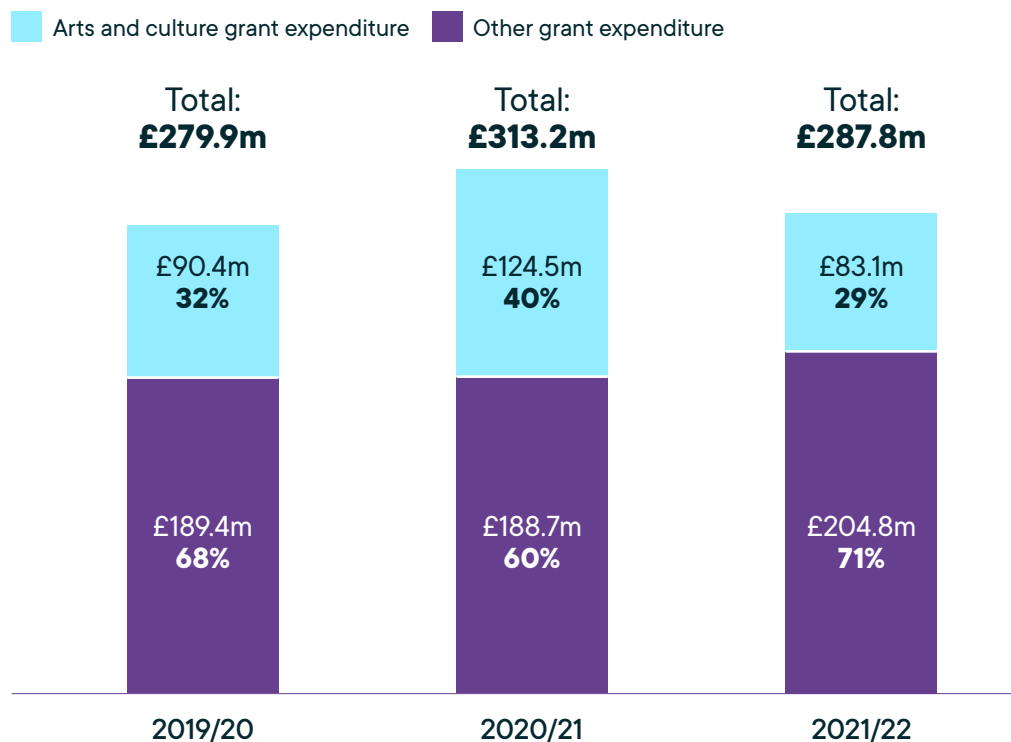
Looking at the same sample also enables us to make some comparisons over time and to start to understand how these Trusts and Foundations have responded to the disruptions and challenges of Covid-19, from emergency grant-making to adapting existing grant-making and taking new approaches.

Funding ecology

Most likely in response to Covid-19, giving to arts and culture increased to over £120 million in 2020/21, which was an increase in value of 38% from the previous year. In 2021/22 it returned to levels closer to the pre-pandemic year of 2019/20. This broad movement – with an increase in 2020/21 and decrease back towards pre-pandemic levels in 2021/22 – reflects the pattern shown in the overall grant expenditure of these Trusts and Foundations.

Figure 1

The value and proportion of total grant expenditure on arts and culture by the 18 Trusts and Foundations surveyed, by year



In 2020/21 the Trusts and Foundations surveyed increased the proportion of their funding to arts and culture from just under a third of their total giving to 40%, as well as increasing the total value of their giving by 12%.

£124.5m

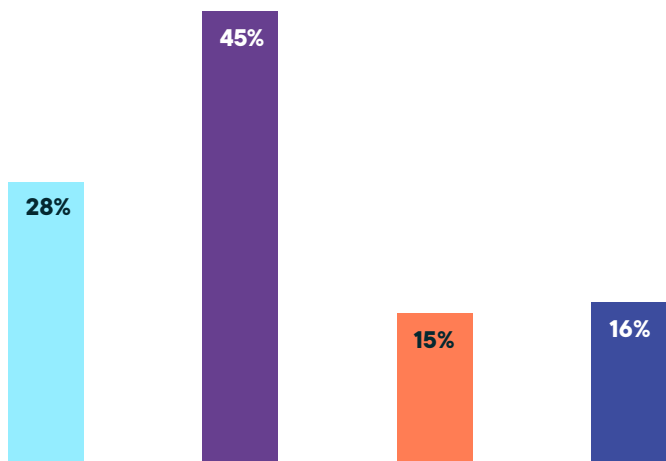
Most likely in response to Covid-19, giving to arts and culture increased to over £120 million in 2020/21

Using a combination of the latest available public funding data and Cause4/My Cakeⁱⁱⁱ data from 2022, we can see how income from Trusts and Foundations (referred to in the following charts simply as income from Trusts) fits into the broader income picture for the sector. Figures 2 to 6 relate primarily to England as they are based on Arts Council England (ACE) National Portfolio Organisation (NPO) data.

Figure 2
Income to arts and culture as a percentage of overall income, 2022

■ Earned income ■ Arts Council (incl. capital)
■ Contributed income ■ Other subsidy

Income areas (% of overall income)

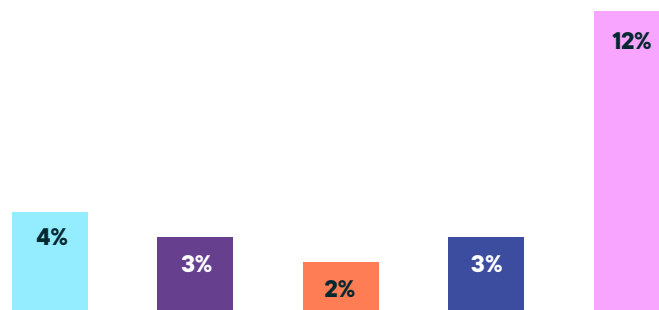


Source: Cause4/MyCake Fundraising Benchmark Tool, using ACE NPO/Museums data.

Figure 3
Breakdown of contributed income as a percentage of overall income per organisation

■ One-off donations ■ Regular donations ■ Fundraising income
■ Sponsorship income ■ Trusts

Contributed income (% of overall income)



Source: Cause4/MyCake Fundraising Benchmark Tool, using ACE NPO/Museums data.

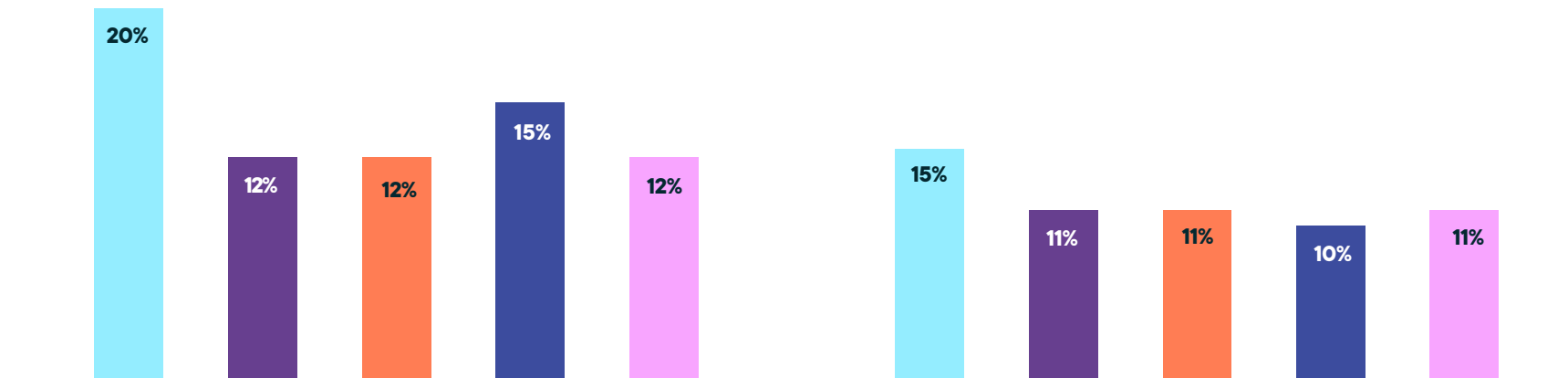
Whilst London-based organisations gain a higher proportion of their income from contributed sources than organisations based elsewhere, income from Trusts is proportionally lower for London-based organisations suggesting that they do better in terms of donations.

Figure 4
Average income per organisation by region as a percentage of turnover

London Midlands North South East South West

Average income from contributed income

Average income from Trusts



Source: Cause4/MyCake Fundraising Benchmark Tool, using ACE NPO/Museums data.

The same data shows that income streams in the sector vary considerably across artform.

Figure 5

Average income per organisation by artform/discipline

	Combined Arts	Dance	Literature	Museums	Music	Non-specific	Theatre	Visual Arts
Average income from Trusts	12%	10%	17%	10%	14%	No data	12%	12%
Average income from contributed sources	12%	13%	23%	15%	21%	6%	14%	17%
Average earned income	26%	26%	30%	33%	28%	27%	28%	28%
Average Arts Council income (incl. capital)	43%	54%	45%	32%	42%	37%	49%	44%
Average other subsidy income (incl. capital)	23%	13%	11%	24%	13%	24%	11%	15%

Source: Cause4/MyCake Fundraising Benchmark Tool, using ACE NPO/Museums data.

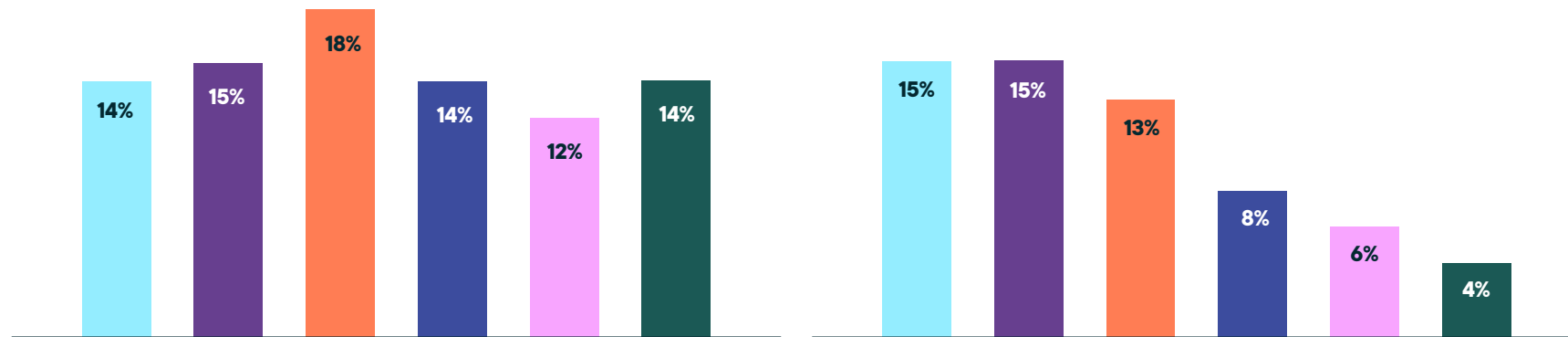
Organisations with a turnover under £2 million have on average a higher proportion of income from Trusts and Foundations, which may reflect that organisations with a higher turnover typically have a wider mix of income streams and more capacity to generate earned income.

Figure 6
Average income per organisation by turnover band

Up to £200k £200k–£750k £750k–£2m £2m–£5m £5m–£10m £10m plus

Average income from contributed income

Average income from Trusts

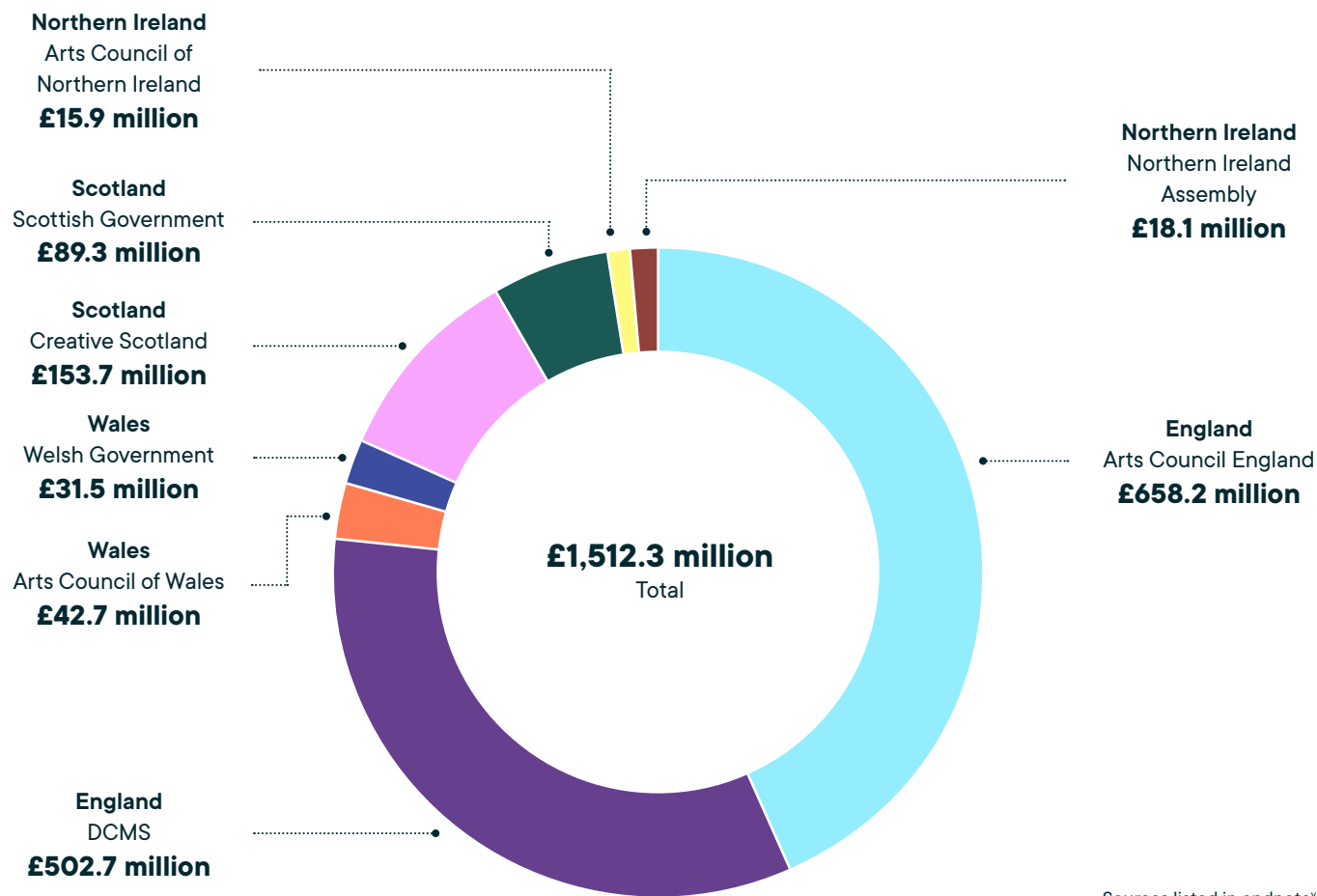


Source: Cause4/MyCake Fundraising Benchmark Tool, using ACE NPO/Museums data.

Trust and Foundation income, whilst hugely significant, sits alongside far greater investment from the public sector, even during the current challenges for local government funding. The Commission on Culture and Local Government reported in 2022 that councils spend an estimated £2.4 billion a year in England alone on cultural and related services.^{iv}

Figure 7

Public funding in arts and culture, funding councils and direct government funding



Sources listed in endnote^v

Differences between funders

In line with the previous report, there remains significant diversity across the Trusts and Foundations surveyed.

The four highest spending Trusts within our dataset (Esmée Fairbairn, Garfield Weston, Paul Hamlyn and Wolfson Foundations) are responsible for 75% of the total grant spend in all areas across the three year period, and typically in individual years. Looking at grant spend on arts and culture, three Trusts and Foundations (Esmée Fairbairn, Garfield Weston and Paul Hamlyn) spend more than £10 million a year on arts and culture, and in total account for more than half of all the spend (just under £156 million) on arts and culture across this three year period.

Five Trusts and Foundations **only** fund arts and culture activity, and one reports that more than 85% of its grant-making goes to arts and culture.

“
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”

The influence of the pandemic

Whilst most individual Trusts and Foundations increased giving at the height of the pandemic in 2020/21 and then decreased their giving the following year, this pattern was not universal.

Some Trusts and Foundations reported a reduction in their available funds for grant-making as a result of reduced investment income, as the wider economic climate affected their own income management.

Overall, Trusts and Foundations reported a huge increase in the demand for funding due to Covid-19 bringing significant pressures, for instance affecting staff ability to engage with potential applicants in ways they would like to. The urgency and greater demand led to some grant-making processes becoming more streamlined and/or moving online, as well as evidence of greater flexibility towards grant-making and an increase in unrestricted funding.

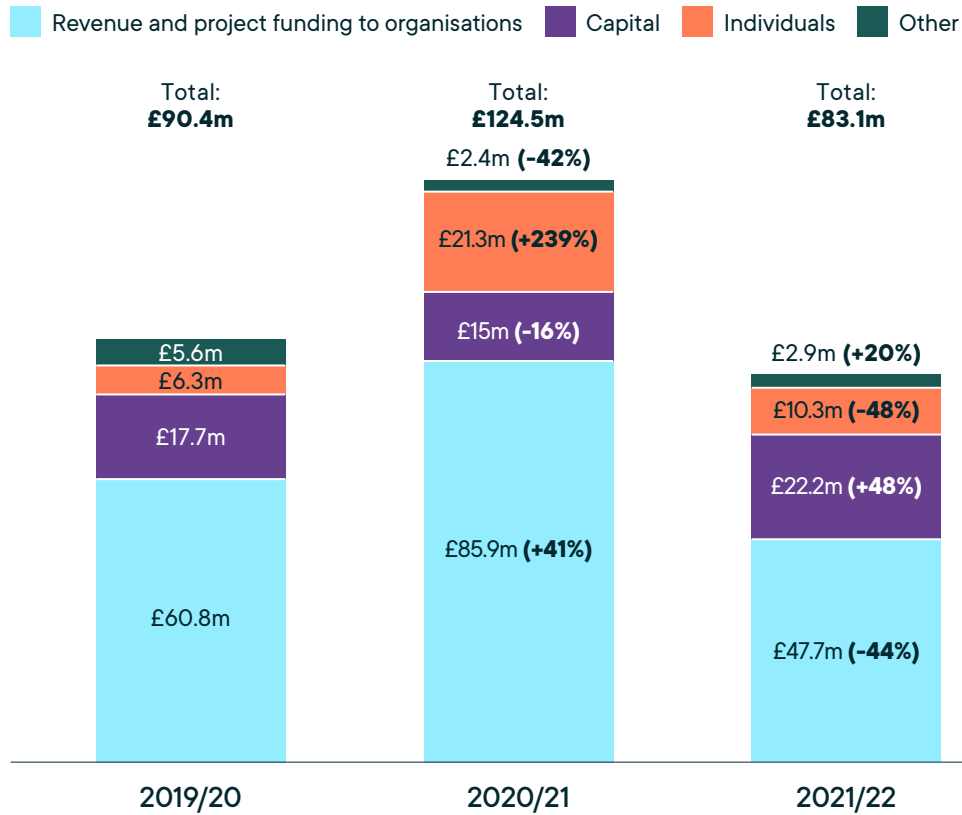
Some grant-makers also trialled different approaches like rapid-response decision-making, and lottery decision-making. There is also evidence of increasing partnership work between Trusts and Foundations, either by funding programmes together, or working with sector-based partners to manage the distribution of funds.

In addition to the pandemic, Trusts and Foundations mentioned the impact of other global movements on their funding and their strategic thinking over this period, including Black Lives Matter and climate change. Many Trusts and Foundations emphasise efforts to widen access, to reach a more diverse section of the public and provide opportunities to those who might not normally experience them.

Some Trusts and Foundations have established specific funds which target particular parts of the population, as well as specific funds and/or grant-making practices to prioritise organisations or creative practitioners from particular demographics or with specific lived experience.

Figure 8

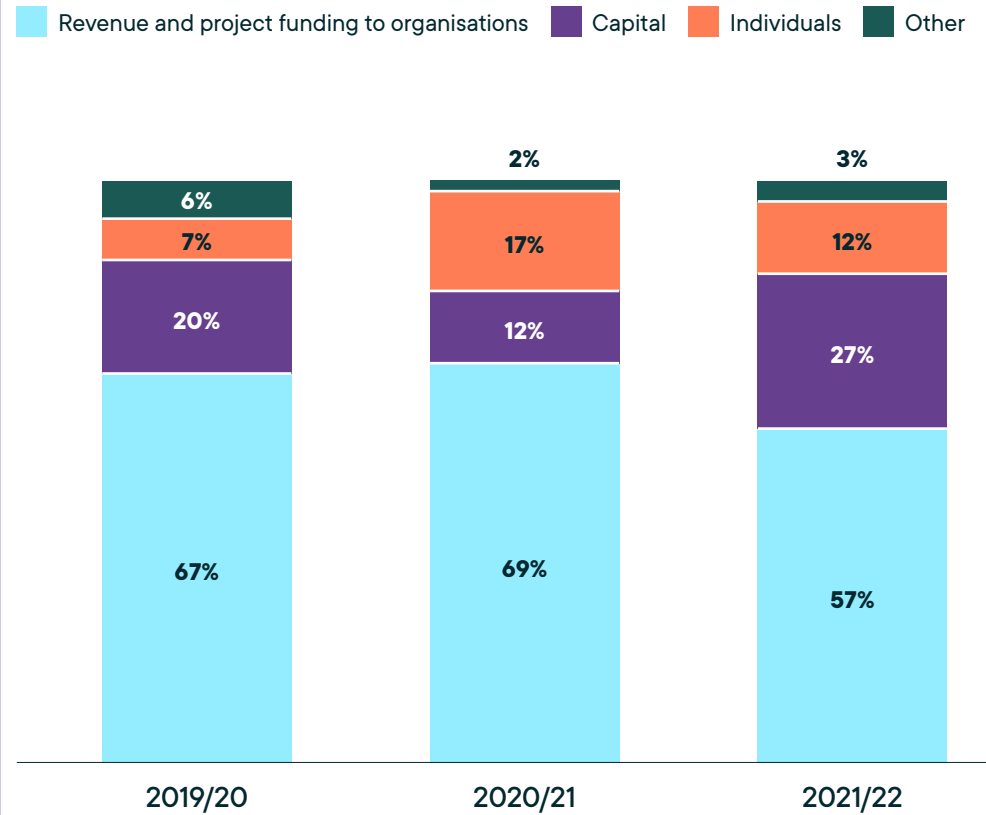
Grant spend on arts and culture by the surveyed Trusts and Foundations, by type of giving



(Data labels show value of grant spend, and in brackets the percentage change from the previous year)

Figure 9

Grant spend on arts and culture by the surveyed Trusts and Foundations, by percentage



‘Other’ funding includes funding for acquisitions – sometimes treated as capital funding – and for other purposes, such as endowments.

The proportion of arts and culture grants to **organisations** increased by 41% during 2020/21 compared to the previous year, before declining again. This is likely to reflect emergency grant-making, extensions of existing grant relationships and other Covid-specific funding which was available.

The category of grant funding to **individuals** tends to underestimate funding which directly *benefits* individuals because some Trusts and Foundations make grants via organisations for the direct benefit of individuals, including curators, artists, musicians and other creative practitioners. Even with this caveat, grants to individuals very significantly increased (by 239%) due to emergency funding arrangements. More specifically, there is evidence that direct funding to support the welfare of creative practitioners increased during the pandemic. In 2021/22 arts and culture funding to benefit individuals fell, but remained at a higher level both proportionally and in actual terms compared to before the pandemic.

In contrast to arts and culture funding to organisations and individuals, **capital funding** fell during 2020/21 before increasing to higher levels than before the pandemic. This may be due to some Trusts and Foundations pausing capital funding, or allowing capital grants to be repurposed or capital programmes to be put on hold during 2020/21.

41%

The proportion of arts and culture grants to organisations increased by 41% during 2020/21

Who gets funding?

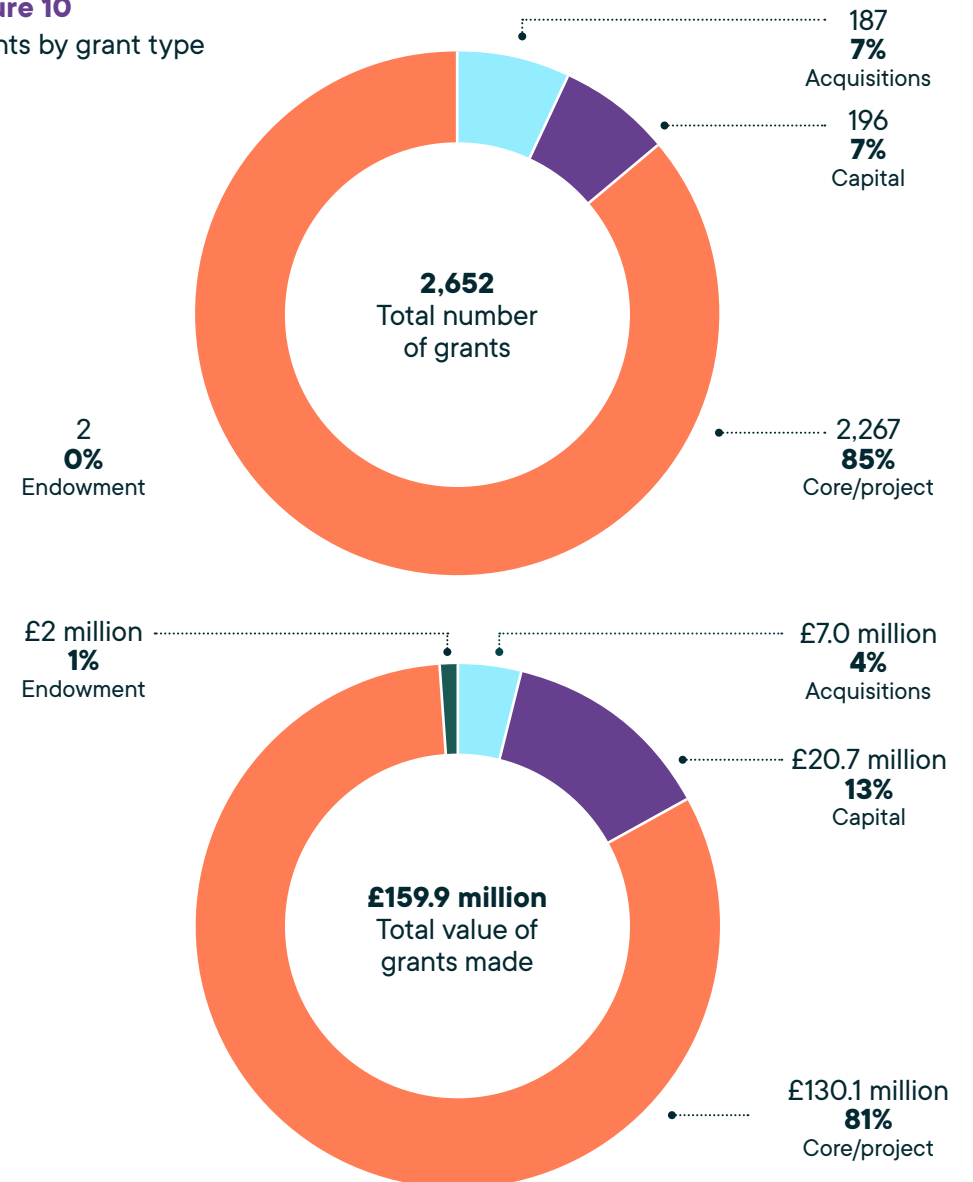
The data set includes 2,652 grant records across 18 Trusts and Foundations, reflecting £159.9 million worth of grants made over the period from April 2020 to March 2022.^{vi}

The number of grant records per Trust or Foundation ranges from 18 to 480. Just over **1,550** individual recipients (grantees for brevity) appear in the data, indicating that some grantees receive more than one grant from a particular Trust or Foundation.

Grants made directly to individuals are typically not included in this grant-level dataset, due to GDPR. However, in addition to the funding of individuals identified through our proforma data, we were able to identify 369 grants (around 14% of the grants in this dataset) made to organisations which appear to be designed to benefit individual creative practitioners, often named practitioners, through employment, commissions and other specific support.

Figure 10

Grants by grant type



The majority of grants awarded are at the lower end of the award scale (awards between £140 and £2.5 million were captured). 95% of the grants awarded across these two years were £200,000

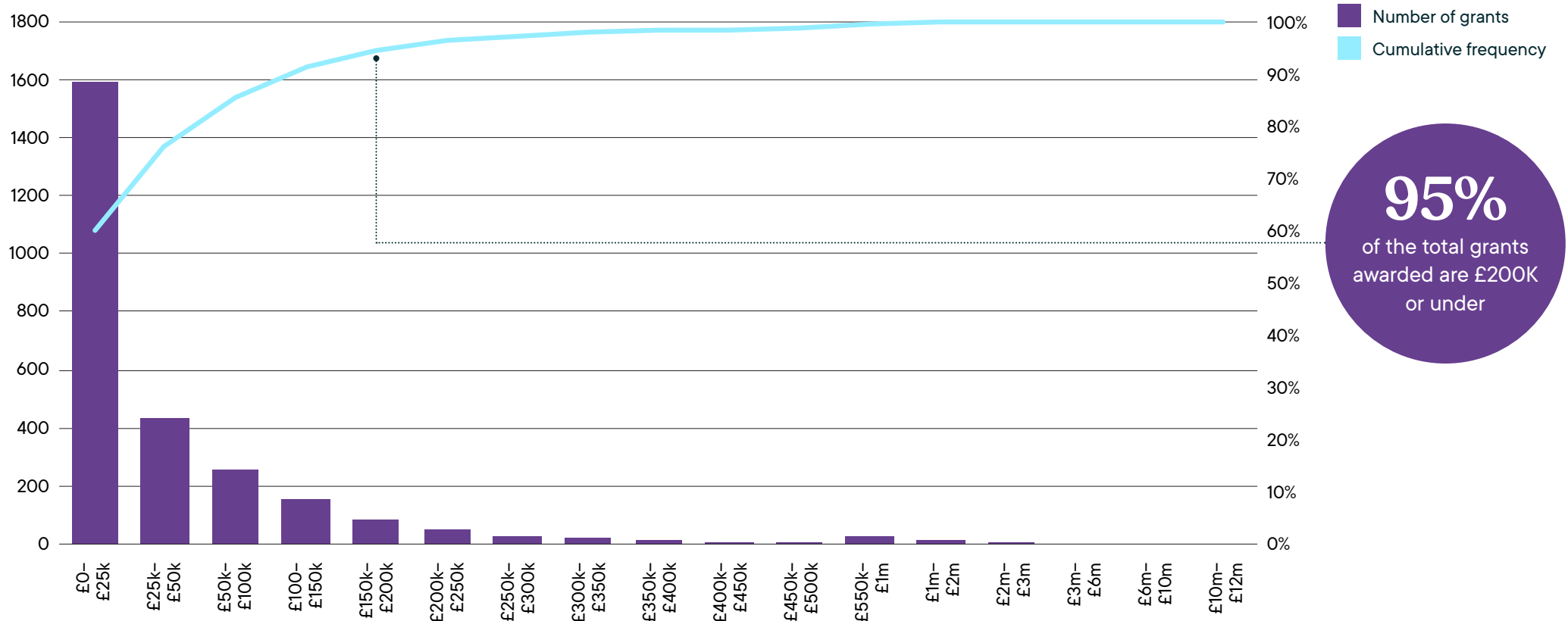
or less; this compares with 95% of grants awarded in 2019/2020 for £300,000 or less. Similarly, 60% of grants across these two years were for £25,000 or less; this compares with 50% of grants

awarded in 2019/20 for £50,000 or less. On the whole, therefore, a greater number and proportion of smaller grants were made in 2020/21 and 2021/22 than was the case in 2019/20.

This is likely to reflect responses to the pandemic, in which fewer capital grants were made (which, typically, are larger grants) and more emergency grant-making was put in place.

Figure 11

Cumulative frequency of grants by total amount awarded during financial years 2020/21–2021/22



95%
of the total grants awarded are £200k or under

Across the two years, 34 grants were made of over £1 million (11 in 2019/20), and only 17 grantees across their total grants received more than £1 million (18 in 2019/20).

118 organisations received four or more grants across the 18 Trusts and Foundations (36 in 2019/20), and a further 147 organisations received three grants (58 in 2019/20).

Looking at the pattern of total amounts awarded to grantees, the majority of grantees across the two years received grants totalling less than £25k.

Only 82 grantees received grants totalling more than £350,000, and of those 49 received grants totalling more than £1 million.

Figure 12

Cumulative frequency of grantees by amount awarded across all Trusts and Foundations, for grants made during financial years 2020/21–2021/22

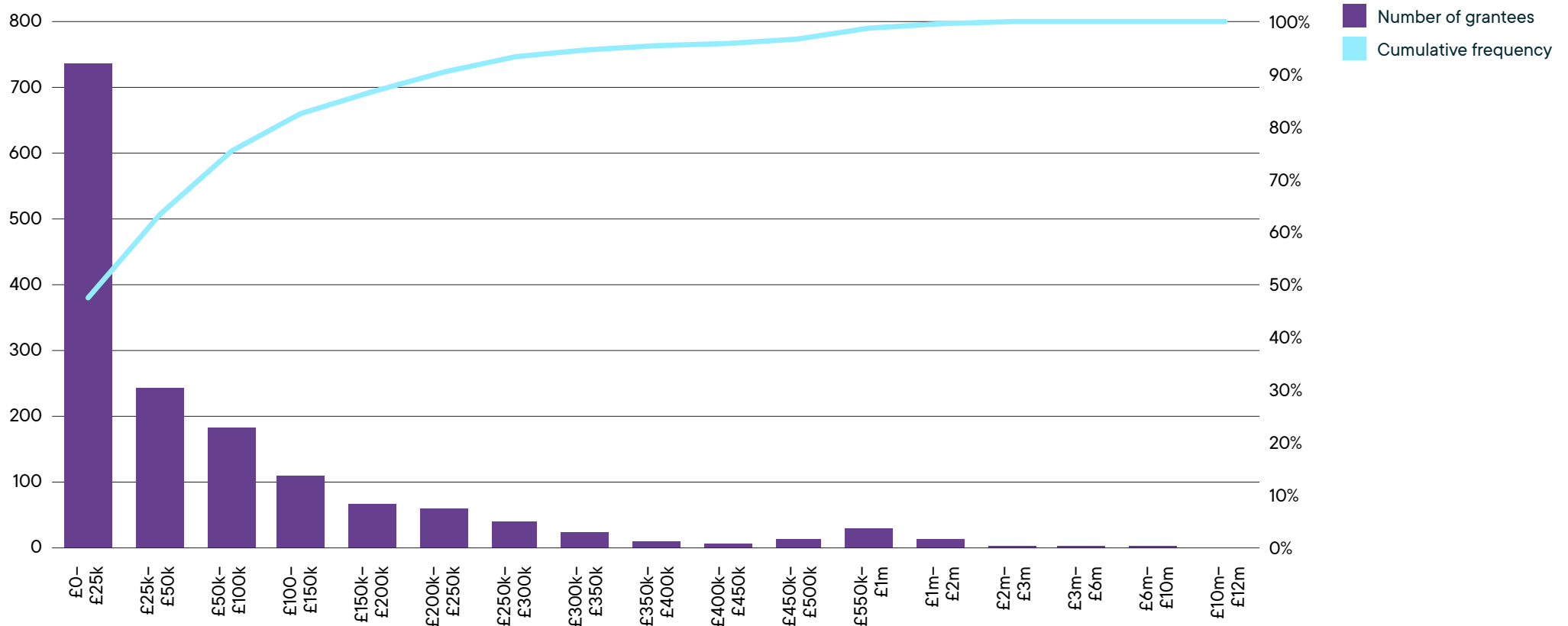
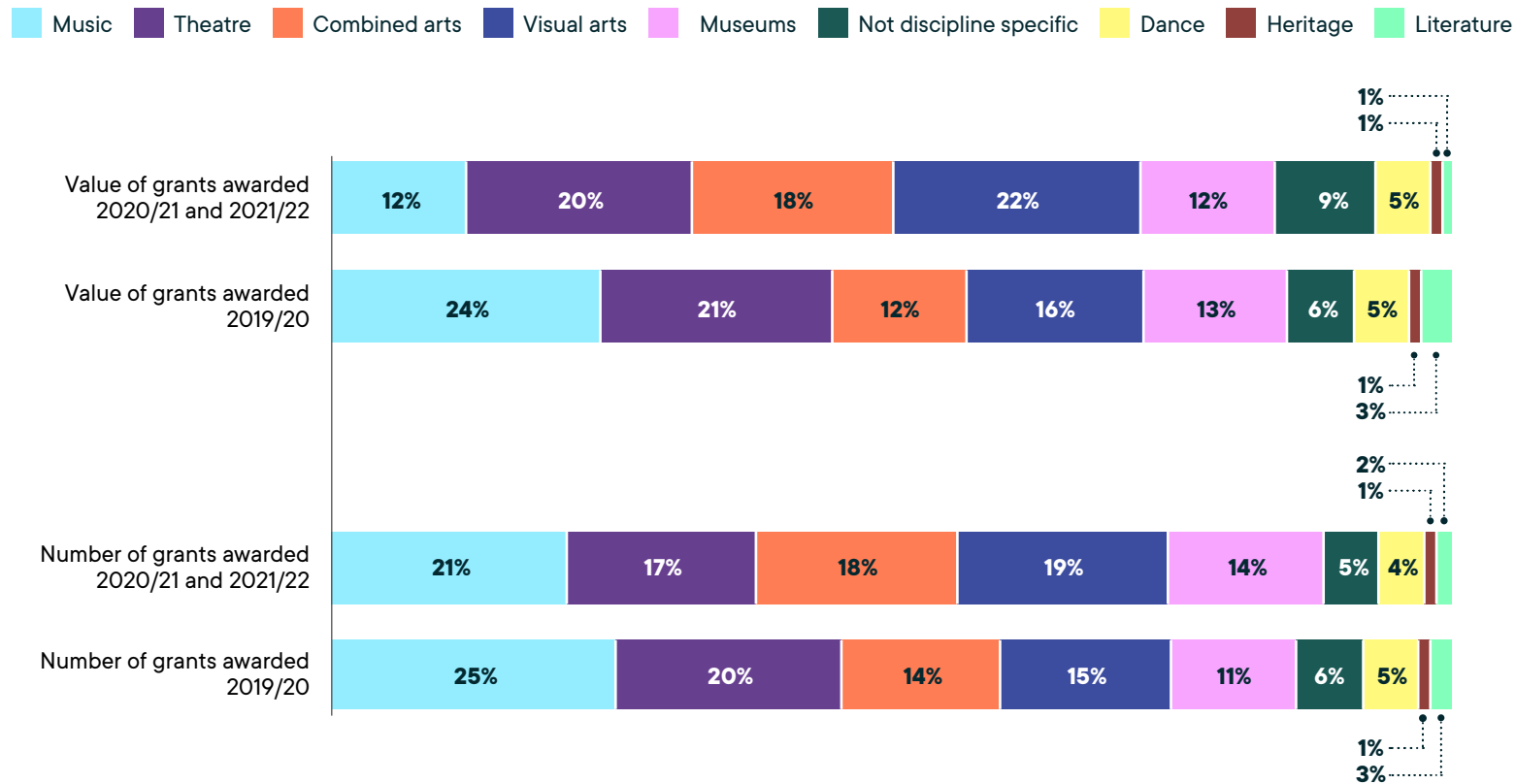


Figure 13

Grants and amount awarded by main artform/disciplines (combines capital awards and other awards)



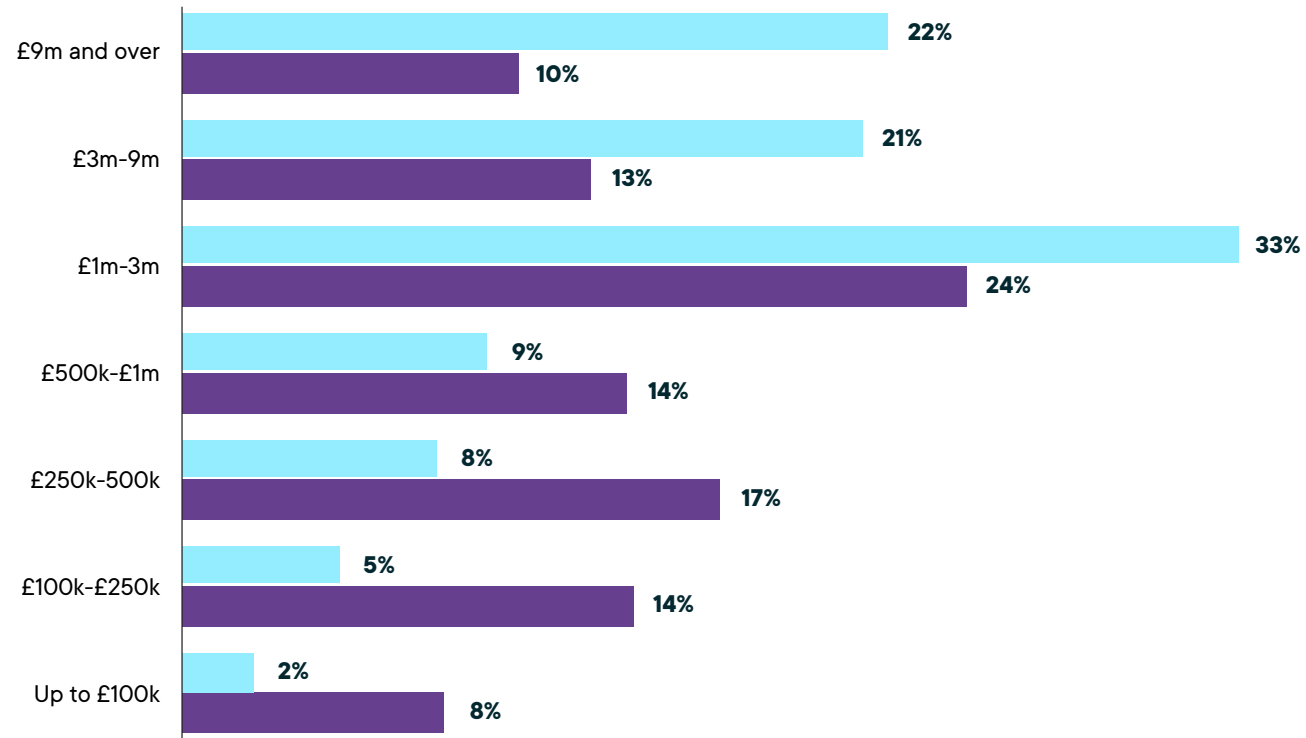
Looking at the number of grants and the total amount awarded by the main artform or discipline shows some variation over time, though naturally one or two very large grants can skew these figures.

In 2020/21 and 2021/22, grants to music-led organisations made up 21% of the number of grants, but only 12% of the total value awarded. In contrast these grants were close to a quarter of both the number and value of grants made in 2019/20. Overall, in 2020/21 and 2021/22 grants to combined arts and visual arts-based organisations were a larger proportion of both the number and value of grants than in 2019/20.

Figure 14

Grant numbers and value by income level, 2020/21 and 2021/22

Percentage of number of grants Percentage of total value of grants

Grantee income

Looking at the relative size of organisations being funded reveals a relationship between size of organisation and the number and value of grants made, with smaller organisations receiving more grants but of lower value.^{vii} Smaller organisations with income under £1 million received 53% of the total number of grants made, but just 24% of the total value of grants made. Meanwhile organisations with income over £1 million received 47% of the total number of grants, comprising 76% of the total value.

Looking at the grant-level dataset, we can identify 13 grants (worth £0.9 million) in which grant funding moved between funders who are included in this study (Help Musicians, Jerwood Arts, the PRS Foundation and the Art Fund). In addition, 5 grants were made, to the value of £2.2 million, to national funding bodies: Arts Council England, Arts Council of Wales and Creative Scotland. The majority of this inter-funder grant-making relates to Covid-19 grant-making responses, supporting emergency funds including funding for individuals.

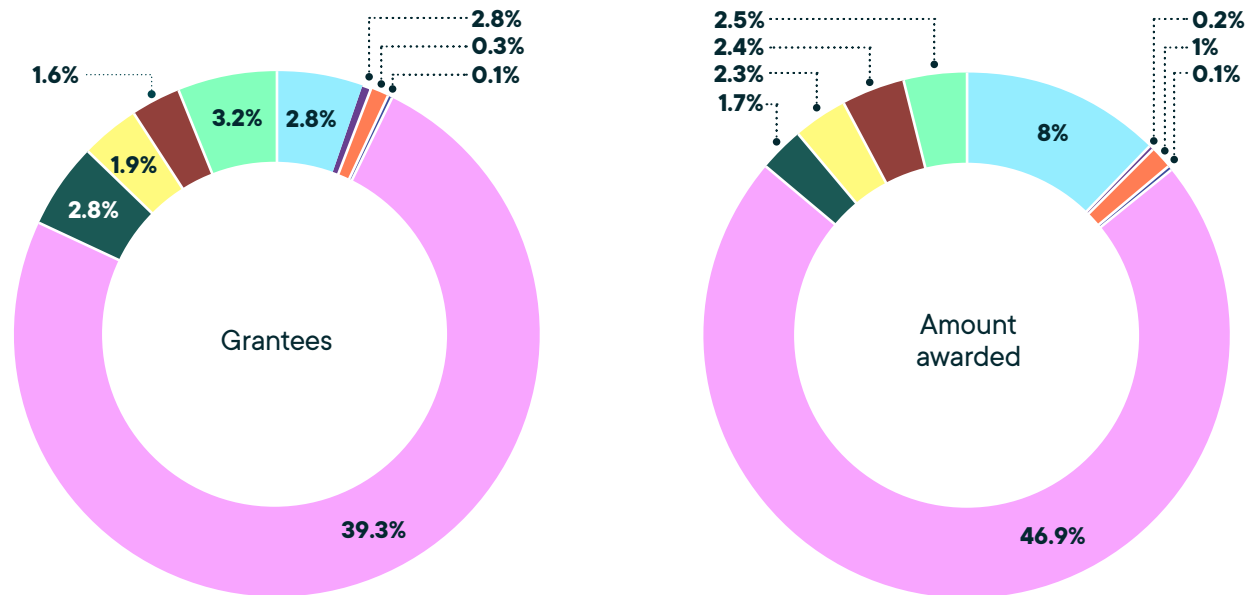
The majority of awards go to organisations based in London and southern England, but this does not capture the area of benefit or distinguish between national/non-national. There was little change between the percentages in figure 15 and the equivalent figures for 2019/20.

Figure 15
Proportion of number of grants and amount awarded by UK region/nation (awards and capital by application address)

Region/Nation	% of number of grants awarded 2020/21 and 2021/22	% of amount awarded 2020/21 and 2021/22
London	34%	41%
South West	8%	7%
South East	9%	7%
Scotland	8%	6%
North West	8%	8%
Yorkshire and The Humber	6%	7%
West Midlands	6%	6%
Wales	4%	4%
East of England	5%	3%
North East	4%	5%
Northern Ireland	3%	3%
East Midlands	3%	2%
Not known	1%	1%
Total	100%	100%

There is an overlap between organisations funded by the main public funders (not including local authorities) and Trusts and Foundations. 39% of the organisations funded in this two-year period were also on the list of Art Council England's 800 2023-2026 National Portfolio Organisations (NPOs).

Figure 16
Overlap with public funders for grantees, 2020/21 and 2021/22



The following organisations were awarded grants the most *frequently* (not including grants for acquisitions, capital or endowment purposes) over the two years from April 2020 to March 2022.

Figure 17

Organisations most frequently awarded grants, 2020/21–2021/22

Organisation	Number of grants
Tate Gallery	9
National Theatre	8
The Music Works	8
Drake Music	7
North Music Trust	7
The Bluecoat	7
Art UK	6
Arts & Homelessness International	6
Drake Music Scotland	6
Heart n Soul	6
Manchester Collective	6
MK Gallery	6
National Museums Liverpool	6
National Portrait Gallery	6
Royal Opera House	6
Royal Shakespeare Company	6
South London Gallery	6
The Whitworth	6

The ‘top ten awards’ by total value (the sum of grants awarded by all Trusts and Foundations) not including capital, acquisitions or endowment.

Figure 18

Top ten awards by value, 2020/21–2021/22

Organisation	Total amount awarded
National Portrait Gallery	£6.6 million
Royal Opera House	£3.7 million
National Theatre	£2.6 million
MK Gallery	£1.7 million
a-n The Artists Information Company	£1.5 million
North Music Trust	£1.5 million
Royal Shakespeare Company	£1.1 million
The Clore Leadership Programme	£1.1 million
The Music in Secondary Schools Trust	£1.1 million
Creative Scotland	£1.0 million

The ‘top ten capital and acquisition awards’ (sum of all capital and acquisition awards in the period we have included in this study).

Figure 19

Top ten acquisition and capital awards by value, 2020/21–2021/22

Organisation	Total amount awarded
Royal College of Art	£1.8 million
Courtauld Institute of Art	£1.5 million
National Gallery	£1.5 million
Old Vic Theatre Trust	£700,000
Victoria and Albert Museum	£686,000
Birmingham Museums Trust	£639,500
The Hepworth Wakefield Trust	£635,000
Royal Academy of Dance	£575,000
Royal Opera House	£500,000
Theatr Clwyd	£500,000

Endnote

This briefing was commissioned from DHA Communications by Paul Hamlyn Foundation, Garfield Weston Foundation and Esmée Fairbairn Foundation on behalf of a wider group of funders.

If you would like to comment on the findings, or suggest areas for further investigation, please contact information@phf.org.uk

- i Data from the following Trusts and Foundations is included in this overview.

Andrew Lloyd Webber Foundation
 Art Fund
 Baring Foundation
 Calouste Gulbenkian Foundation – UK Branch
 Clore Duffield Foundation
 John Ellerman Foundation
 Esmée Fairbairn Foundation
 Fidelity UK Foundation
 The Foyle Foundation
 Freelands Foundation
 Garfield Weston Foundation
 Help Musicians
 Jerwood Arts
 The Linbury Trust
 Paul Hamlyn Foundation
 The Pilgrim Trust
 PRS Foundation
 Wolfson Foundation

The initial year of research also included data from NESTA which has been removed from the 2019/20 data in this report to ensure a consistent group for comparison. During this wave of data collection two other Trusts and Foundations funding arts and cultural activity (Williams Syson Foundation and the Postcode Culture Trust) shared some funding data, however this is also not included in this analysis to ensure consistent comparisons with the previous report.

- ii Note on method. Data was captured through a pro forma survey to 18 Trusts and Foundations sent in Summer 2022. 15 Trusts and Foundations completed and returned the pro forma; and for the remaining three, information was sourced from annual reports.

In some cases where data was sourced from annual reports, we have adjusted some figures for the original year of data (2019/2020), where more up to date accounts or better data was available. As a consequence, some of the figures for 2019/20 reported here are different to those in the first report.

The following definition of arts and culture was used:

‘By arts and culture, we are interested in funding for activities which includes:

- Arts activities in all disciplines/ artforms, and including presentational, participatory and educational contexts
- Museums’ activities

We are excluding grants for heritage and libraries, except where the activities in the grant include other arts and cultural activities.

Attempts have been made to assign grants where the definition may be unclear and where there may be ‘double-counting’ – that is one Trust or Foundation giving money to another for onward funding. Through the grant-level dataset, we can identify just under £1 million of grant-making across 2020/21 and 2021/22 which moves between funders in the group surveyed.

Inevitably there may be some errors or disagreements in attribution and it is hoped that this method will be refined in the future.

iii Source: Arts Fundraising and Philanthropy/MyCake NPO Benchmarking Dashboard

iv Source: [Cornerstones of culture: Commission on Culture and Local Government](#).

For more information on local government's contribution to arts and culture see [here](#).

v Source: ACE Annual Accounts, 2021/22, all grant funding; DCMS Public Expenditure Core Tables 2021/22, Museums and Galleries ALBs resource and capital; Arts Council Wales Annual Report 2021/22, all grant funding; Amgueddfa Cymru Financial Report 2019/2020, Welsh Government all grant-in-aid; Creative Scotland Annual Accounts, 2021/22, total grants distributed (including Covid emergency funding of £69 million); Scottish Government funding, Cultural Collections Resource and Capital plus National Performing Companies Resource 2021/22, via Scottish Parliament Information Centre; Arts Council Northern Ireland total expenditure on the Arts, 2021/22; Northern Ireland Assembly, Department of Communities funding of museum ALBs.

vi Total is the sum of all live grants and therefore includes grants (and their full award amount) awarded in earlier years where data was not available on 'live' grants, grants for the majority of the year for which data was most recently available. The data therefore includes a range of single-year and multi-year projects.

vii Just under half of the grants in this dataset (1,253 grants) are included in this analysis. For organisations registered as charities in England, Wales or Scotland, total income was taken from their last annual report. The sample does not include local authorities (which sometimes run museums, galleries and other facilities), universities (which also run museums, galleries and other facilities) and some national museums and galleries, directly funded by DCMS, which are exempt from registration as charities.

Funding for

Arts & culture

Contact us

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